NIVERSITY OF CALIF.
ERKELEY,
ALIF.

2c PAID
Fresno, California
PERMIT No. 47
Return Postage Guaranteed

San Joaquin Power

MONTHLY MAGAZINE

GIFT
DEC 7 1925
LIBRARY
OF THE
UNIVERSITY
OF
CALIFORNIA

OH BOY! 'LECTRIC DOUGHNUTS

October, 1925 PUBLISHED MONTHLY BY THE SAN JOAQUIN LIGHT & POWER CORPORATION Price 10 Cents

Digitized by Google

San Joaquin Light and Power Corporation

Main Offices, Fresno, California

DIRECTORS

H. P. WILSON
WM. B. JOYCE
J. B. BLACK
WM. G. KERCKHOFF
A. C. BALCH
BEN R. MEYER
A. G. WISHON
A. EMORY WISHON
MURRAY BOURNE
W. E. DURFEY
A. C. JOY
E. P. SMITH
GUY C. EARL

EXECUTIVE DIVISION

A. G. Wishon, President, Fresno.

A. Emory Wishon, Vice-President and General Manager, Fresno.
W. E. Durfey, Secretary and Assistant Treasurer, Fresno.
Ernst E. Behr, Treasurer and Comptroller, Fresno.
Murray Bourne, General Counsel and Assistant Secretary, Fresno.
M. S. Babcock, Assistant Secretary and Assistant Treasurer, Fresno.
H. V. Johnson, Assistant Secretary and Assistant Treasurer, Fresno.
A. B. Carpenter, Auditor, Fresno.
V. R. Frazee, Assistant Auditor, Fresno.
E. P. Smith, Assistant to the Vice-President and General Manager, Fresno.
L. J. Moore, Executive Engineer, Fresno.
Gaskell S. Jacobs, Consulting Engineer, Fresno.
J. M. Buswell, General Inspector, Fresno.

LEGAL DIVISION

Murray Bourne, General Counsel, Fresno.
F. H. Pearson, Attorney, Fresno.

FINANCE DIVISION

W. E. Durfey, Secretary and Assistant Treasurer, Fresno.
M. S. Babcock, Assistant Secretary and Assistant Treasurer, Fresno.
A. B. Carpenter, Auditor, Fresno.
V. R. Frazee, Assistant Auditor, Fresno.
F. V. Boller, Stock Sales Manager, Fresno.

SUPPLIES DIVISION

D. P. Mason, Manager, Fresno.

S. E. Hickman, Assistant Purchasing Agent, Fresno.
J. Wainscoat, Assistant Manager Transportation, Fresno.

OPERATING DIVISION

E. A. Quinn, General Superintendent, Fresno.
E. J. Crawford, Assistant, Fresno.
E. R. Banks, Superintendent of Distribution, Fresno.
D. D. Smalley, Superintendent of Distribution, Coast Division, Santa Maria.
C. M. McCardle, Right-of-Way Agent, Fresno.

SERVICE DIVISION

Publicity Department

Al C. Joy, Manager, Fresno.

Power Sales Department

A. M. Frost, Manager, Fresno.

Rate and Contract Division

Lloyd Henley, Manager, Fresno.
M. E. Newlin, Commercial Agent, Fresno.

PERSONNEL DIVISION

Guy W. Dumble, Manager, Fresno.

POWER DEVELOPMENT DIVISION

H. K. Fox, Superintendent of Construction, Fresno.
L. L. Ellis, Assistant Construction Superintendent, Fresno.

POWER HOUSES

Wm. Beem, Superintendent Crane Valley District, North Fork.
J. L. Thompson, Superintendent Kerckhoff, Auberry.
F. R. McGeorge, Superintendent Tule River, Springville.
W. A. McDougall, Superintendent Kern Canyon, Edison, Kern County.

STEAM PLANTS

A. Y. Meudell, Superintendent Bakersfield and Midayy.

DISTRICT MANAGERS

San Joaquin Light and Power Corporation

D. L. Wishon, Bakersfield.
A. R. Thiele, Assistant, Bakersfield.
F. C. Carroll, Corcoran.
H. G. Redfern, Dinuba.
P. B. Wilson, Fresno.
Thos. Hancock, Los Banos.
J. E. Barrett, Madera.
Raleigh Casad, Merced.
E. G. Stahl, San Joaquin.
Howard H. Young, Selma.
O. A. Kommers, Taft.

Midland Counties Public Service Corporation

W. E. Whittington, Coalinga.
Chas. J. Kelly, Paso Robles and San Luis Obispo.
A. D. Church, Santa Maria.

SUBSIDIARY COMPANIES

V. N. Mickelberry, Superintendent, Bakersfield & Kern Electric Railway, Bakersfield.
C. B. Jackson, Superintendent, Fresno City Water Corporation, Fresno.

Digitized by Google

San Joaquin Power Magazine

Published monthly by the San Joaquin Light & Power Corporation at Fresno, California, in the interests of Customers, Stockholders and Employees of the San Joaquin Light & Power Corporation.

VOL. VII OCTOBER, 1925 No. 10

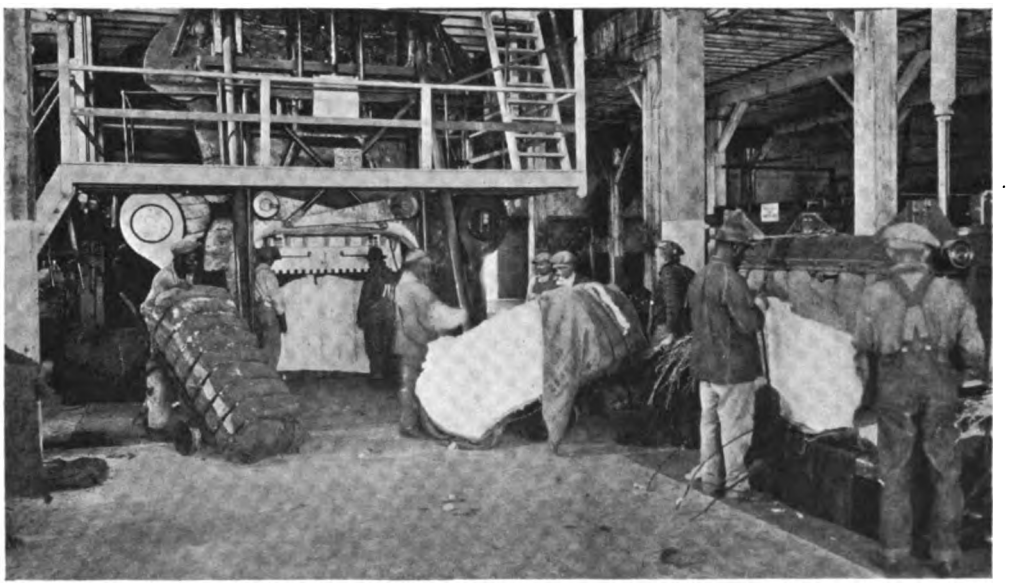
Compress Benefits Farmers

Advantages of Top Market Price, Warehouse Facilities, Protection Against Damage and Loss Offered to Cotton Growers

MANY cotton growers hold the belief that a cotton compress is a facility used only by the buyer who is preparing his purchased cotton for shipment. While buyers have use for the compress the most important service the compress renders is to the grower.

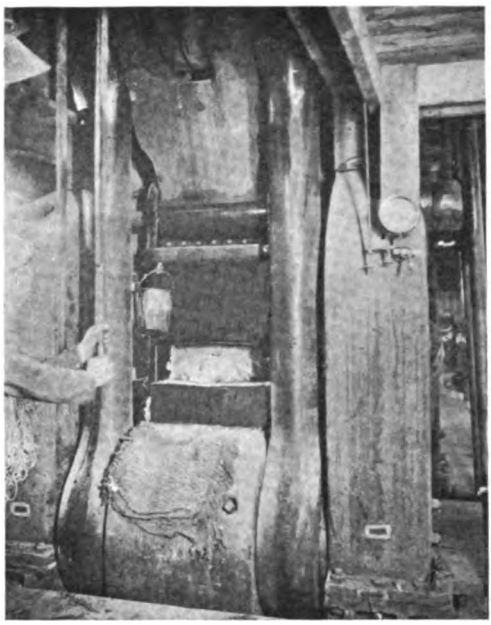
In a recent talk before the Fresno Lion's Club, Al T. Gibson, president of the Fresno Compress and Warehouse Co., pointed out the many advantages the compress offers to all cotton growers. He said in part: "A compress creates a center where cotton is bought, sold and shipped in quantities, attracting cotton buyers and marketing exchanges. It is here the largest cotton brokers maintain offices and representatives to secure the cotton for world-wide markets. The most reliable marketing facilities are established in centers where reputable buyers make their headquarters. The compress offers this facility.

"There are no limitations as to who may send cotton to these markets. Any grower may ship his cotton to the compress whether it be one bale or a thousand and take advantage of the service offered. All that the grower has to do is haul his bales of cotton from the gin to the nearest railroad station and instruct the station agent to send it by freight to the compress. The grower receives a freight receipt giving the weight and bale marks. The freight is paid by the compress company which in turn is reimbursed by the railroad company at the time the cotton moves to seaboard or to eastern points by rail. The railroads



Compress preparing cotton for long distance transportation. The bale on the left has been compressed.

Digitized by Google



The powerful platen of the compress reduces the size of a cotton bale to about one-third in a fraction of a second. Note cotton bale between platen plates.

absorb the haul from the ginning point to the compress. It costs the grower nothing to send his cotton to the compress.

WAREHOUSE RECEIPT ISSUED

"Immediately upon receipt of the cotton a Federal Negotiable Warehouse receipt is issued and if the grower so desires, samples are sent to the State Cotton Classer who will issue a cotton grade certificate to accompany the warehouse receipt. In this way the grower knows exactly the grade and staple of his cotton. The cotton may be sold at once or ordered held in the warehouse.

"The warehouse receipts may be used at any bank in the San Joaquin Valley as security for a loan in the event the grower decides to hold for a better market, thereby obtaining ready cash for current obligations. When ready to sell the cotton is put on the exchange where a large group of buyers bid for it, the buyers offering the best prices possible under such conditions. The grower may accept or reject any or all bids.

CENTERS BENEFIT GROWERS

"As a rule a cotton buyer with established offices in large centers can afford to pay more than the traveling buyer who is under considerable expense moving about from one gin to another picking up whatever cotton he can find at the best price he can get it. Buyers in the larger cotton centers have the opportunities to obtain quantities of various grades to meet the demands of their customers. When a buyer finds the cotton he wants he is ready to pay what it is worth, especially because of competition with other buyers who are in the market for these same grades.

"The compress plant makes a charge of 25 cents per bale for handling, billing and issuing the warehouse receipt, which is deducted from the check when the cotton is sold. The compression charge is absorbed by the railroad hauling the cotton. The charge for classing by the State classer is 50 cents per bale. The grower may have his cotton classed by anyone he chooses, some expert classers offering to grade large quantities at a lower price than the State charge.

PROTECTION FROM LOSS

"Other advantages offered by the warehouse service in connection with the compress are protection against the weather, sunburn, loss of weight and country damage, in addition to lower insurance rates.

"It is estimated that 50,000 bales of cotton will be compressed in the San Joaquin Valley this season. This is approximately 60 per cent of the estimated total crop. This condition means that 40 per cent of this year's crop will be compressed outside the valley, where San Joaquin Valley farmers can derive no benefits. It is to the direct advantage of San Joaquin Valley cotton growers to encourage cotton exchanges, centralization of buyers and an established gathering point for cotton. These are factors that tend to strengthen and stabilize the industry. The grower can lose nothing by sending his cotton to the compress and generally profits by a better price and other savings in the economical handling of cotton as practised at the compress."

They also serve who stand and wait until the traffic cop says "go,"—and they don't have to serve time either.

To avoid that run-down feeling, cross crossings cautiously.

Digitized by Google

Proper Ginning Vital to Cotton Industry

Short Fibers, Motes and Immature Seeds Add Weight to Ginned Cotton But Reduce Value, Causing Loss to Grower

JAMES S. TOWNSEND, *U. S. Department of Agriculture Gin Specialist.*

THE following is a report of an actual conversation had with a cotton ginner within the past month in one of the southwestern valleys:

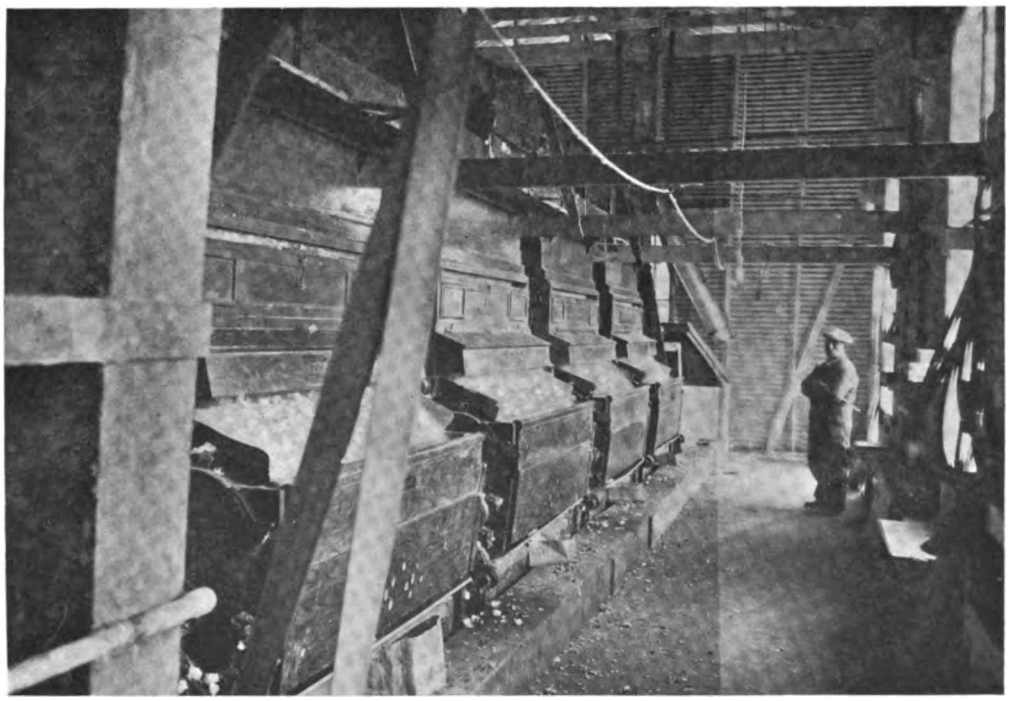
Q: "How are you adjusting the mote board in ginning your cotton?"

Ginner: "It depends on whose cotton I'm ginning. For the S. and P. Company I adjust it so as to drop out the greatest possible amount of motes or immature seeds. For most of the other growers I adjust it to run the motes into the lint so as to increase the weight of the fiber. The S. and P. Company wants samples and the others want percentage."

This man was an intelligent ginner. He knew how to gin cotton properly and he also knew how to satisfy his customers. The S. and P. Company grew cotton for their own use. They wanted the cotton to be ginned properly and they checked up on the ginner by demanding samples. The other growers sold their cotton and believed that they gained by adding motes and immature seeds to increase the weight of the lint. They do not know that such increase in weight is negligible and overlook the fact that the practice will, in the long run, lose much money for them.

RESULT OF MISCONCEPTION

This is the situation confronting the cotton industry in the San Joaquin Valley. The ginners naturally cater to their customers — the growers. The growers believe that certain gins can turn out a higher percentage of lint from a given lot of seed cotton than other gins, so they demand percentage. The ginner, in order to satisfy his customer, not only allows the motes to go into the fiber but also gins the



Typical San Joaquin Valley gin at Lamont where some extra fine cotton has been produced and ginned to obtain the highest possible price.

Digitized by Google

cotton very close or "skins" the seed. He argues that if he does not do it, some other ginner will, and he loses the patronage. The whole situation is based on a misconception, because the fact is that the greatest possible increase in weight of lint that can be obtained from these practices can hardly exceed 12 pounds to the bale. In other words, a lint percentage of 33, obtained from properly ginning a lot of cotton, would be increased to about 33.8 by a maximum skinning of the seed—an increase of .8 of 1 per cent. Ordinarily the increase may be one-half of 1 per cent, or less. It is not possible for any gin to thus increase the lint percentage by 3 or 4 per cent, as some suppose. Now, at 25 cents a pound for lint, the additional weight of 12 pounds obtained would net the grower $3.00 a bale. But the results of such poor ginning are bound to be detected in the bale samples and the cotton will receive a lower grade and bring a lower price. If the cotton is thus taxed only one cent a pound less than is obtained for better ginned cotton, the grower loses approximately $2.00 a bale over and above the amount gained by skinning the seed. If it is taxed two or three cents a pound, he loses approximately from $7.00 to $12.00. The grower, therefore, in order to obtain a possible increase of approximately $3.00 a bale, takes a chance of losing from $2.00 to $12.00 or more on that particular crop, and at the same time consciously, or unconsciously, supports a practice that will lose him more and more money in the future, because the price of the cotton will drop as its reputation is impaired.

POOR GINNING COSTLY

Poor ginning can ruin cotton from the standpoint of the spinner. Once cotton from any particular district receives a bad reputation, the buyers are forced to become more discriminating and they will demand more careful grading. The stricter the grading or classing, the greater will be the penalty upon poorly ginned fiber.

The remedy depends upon a clearer understanding of the situation by all concerned, followed by co-operation for improvement on the part of the grower, the ginner and the buyer.

The case cited at the beginning of this article, in which the farmer demanded the greatest possible weight of lint, illustrates the influence of the grower. The grower needs only to understand that he injures himself and the industry by making such a demand and that the ginner cannot appreciably increase the weight of the fiber.

THE GINNERS' PROBLEMS

The ginners' problem is more complex. The efficiency of the different makes of gins is usually judged both by the percentage of lint obtained and the outturn of a stand, or unit, per day. Unfortunately, quantity, rather than quality, has been the aim. It is to the interest of a gin manufacturer, of course, that his gins successfully compete with other makes. For this reason the speed recommended by the gin manufacturers is that which turns out the most cotton in a given period of time. If the ginner, therefore, is asked to cut down the speed of his saws and to run a loose roll, he may reply that he is operating his saws at exactly the speed recommended by the gin maker. It is not fully understood however that these gins were built to handle the bulk of the cotton crop of the country—the short staples of Texas and the South. Neither can it be expected that the gin manufacturers should always be in a position to anticipate the special ginning requirements that might arise through changing conditions. New cottons are introduced and are constantly being improved by acclimatization and selection so that new conditions are created. This is the case here. San Joaquin Valley Acala cotton is of a medium staple; it averages 3/16 to 5/16 inch longer than these short staples and it is of a finer quality. It is a "special" cotton and it needs to be ginned in a special way. That this is true is evidenced by the fact that one company has a gin in operation in another state, especially designed to handle this staple cotton. Special gins might be the best solution of the problem of properly ginning the San Joaquin Valley cotton, but the ordinary short staple gins that are used in this valley can be adjusted to do suitable work. These adjustments consist principally in cutting down the speed of the saws, running a loose roll, dropping the seeds out before they are "skinned" and providing for a maximum elimination of motes. Because of the competition which

Digitized by Google

exists in cotton ginning it is obvious that these improvements would need to be adopted by all the gins to avoid unfairness to the industry or to individual ginners.

The principle upon which a gin works is to tear or pull the fiber away from the seed, but in ginning Acala cotton at too great a speed of the saws and with too tight a roll, the cotton fibers are cut instead of pulled, the seed is scraped and the fuzz is run into the lint. This makes for a lack of uniformity in the bale. The samples drawn from such bales will have a fuzzy appearance, readily recognized by the classer or buyer. The mill man who buys such a gin-cut bale pays for 500 pounds of cotton of a certain staple length and receives a bale a large part of which consists of shorter cotton which to him is a great loss.

MOTES CAUSE TROUBLE FOR SPINNERS

Another evidence of poor ginning, easily detected in the bale samples, is the presence of motes and immature seeds which some ginners allow to go into the fiber. This is the least excusable of poor ginning practices, yet it constitutes one of the chief troubles of the mill man, as these motes, "naps" or immature seeds constantly break the comber needles.

Briefly, then, the grower should not demand "percentage." In doing so he is asking the ginner to skin the seed, to run motes into the lint, and is inviting a loss to himself.

The ginner should adjust his machinery for the highest possible quality, the chief adjustments necessary consisting of cutting down the speed of the saws, running a loose roll, releasing the seed freely and dropping out the greatest possible amount of motes.

BUYERS SHOULD CO-OPERATE

The buyer should co-operate in insisting upon careful classing. When he discriminates against poorly ginned cotton he should not hesitate to make known his reasons for paying a lower price.

The San Joaquin Valley has climate, soil, freedom from insect pests,—all the natural agencies favoring a prosperous cotton industry. The present problem is one in which the human element is concerned. With proper ginning and more careful preparation of the bales, the industry in this valley could be lifted out of ordinary competition with other sections and placed in a class by itself. A reputation could be built up so that the industry would not only be very profitable in times of high prices but would be able to remain profitable, or at least maintain itself, over periods of low prices, because during depressions in the industry the poorer kinds of cotton are ignored and only the high quality product is purchased.

MUCH GOOD ACCOMPLISHED

Through co-operation of public service and commercial organizations much has been accomplished in the cotton industry here. With only one variety in the Valley, and with pure seed of that variety available, all the mixture, lack of uniformity and deterioration of the stocks, that takes place in mixed variety communities, is prevented. A superior, high-quality product is delivered to the suction pipes of our gins but when it comes out at the other end full of motes, naps and gin-cut fibers, all the work that has preceded the ginning stage is lost. It is hoped that the same co-operation that has been responsible for the present accomplishments will be successful in bringing about the necessary ginning improvements.

OUR COVER PICTURE.

The picture on the cover of this issue of San Joaquin Power Magazine tells a story of the small boy's fondness for doughnuts. Mrs. Mabell Tripp of the Valley Electrical Supply Company kindly consented to demonstrate the efficiency of a new electric skillet for frying doughnuts in deep cotton seed oil. Harvey and Phillip Edwards, twin sons of Wally Edwards of the Research Division, also kindly consented to sample the doughnuts. The camera records the verdict. Nothing would please these boys better than to be buried under a mountain of 'lectric doughnuts,—and eat their way out.

A horse trader was trying to show off a wind-broken nag to a prospective victim, trotting him up and down the road.

"And hasn't he a fine coat?" said the trader enthusiastically, as he patted the animal's back.

"Oh, his coat's all right," replied the prospect, "but I don't like his short pants."

Digitized by Google

Many Uses For the Lowly Cotton Seed

Formerly of No Value, It Has Become an Important Source of Food and Has Many Other Uses.

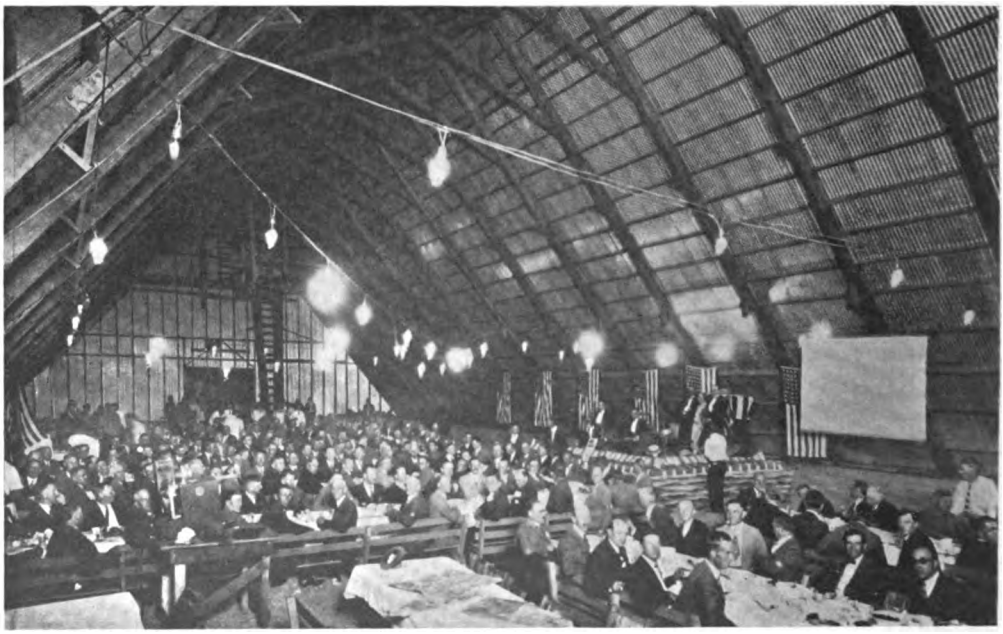
APPROXIMATELY 40,000 tons of cotton seed will be produced in the San Joaquin Valley this year. Most of this seed will be crushed in five cotton seed mills in the valley while some will go to mills outside the valley. The season of 1925 will be the first of operation for four San Joaquin Valley cotton seed mills, one mill, the California Products Company at Fresno, having been in operation seven years. The four new mills are the Chowchilla Cotton Oil Company at Chowchilla, the San Joaquin Cotton Oil Company at Bakersfield, the California Cotton Oil Company at Corcoran, and the Boswell Cotton Oil Mill and Gin at Corcoran. The value of cotton seed products to be manufactured during 1925 from San Joaquin Valley cotton seed is estimated at more than $2,500,000.

TWO PROCESSES IN USE

Two processes are used for extracting cotton seed oil, the hot press method and the cold press or expeller method. In the hot press method the seed passes from the linter gins where the short fiber is removed to a hulling machine where sharp knives or blades cut the seeds, dropping them on to a shaker where the kernels and the hulls are separated. The hulls then go into beaters where any fine meats left by the shakers are recovered. These fine meats go with the kernels to heavy steel rolls through which they pass, the oil cells being broken.

The meats next go to the cookers where they are cooked by steam under pressure until in proper condition for pressing, when they are wrapped in hair press cloth and subjected to a pressure of three or four thousand pounds to the square inch. The crude oil is forced out of the meats and a hard cake is left. The oil is filtered and sent to the refinery in tank cars and the cake is ground into meal for livestock.

The cold press or expeller method differs from the hot press method in that



OAKLAND CHAMBER OF COMMERCE VISITS CORCORAN.
Banquet held in cotton seed store house of Boswell Ginning Company while entertaining delegation studying cotton industry.

Digitized by Google

the seeds are ground after leaving the linting gin and the entire seed including hulls passed through a cooker where they are subjected to a temperature of about 140 degrees for a period of twenty minutes. Conveyor pipes carry the seed to a press or extractor, operating on a worm drive principle similar to a sausage machine, the seed being forced through small apertures at a pressure of 8,000 pounds to the square inch. The oil is pressed or expelled from the seed much more rapidly in this process than in the hot press method, and carries with it small particles of the kernels which is separated by filtration under pressure. Leaving the filter the oil, which is a dark brown color, is pumped into tank cars for shipment to the refinery.

AUTOMATIC OPERATIONS

From the time the seed leaves the gin or is picked up by a conveyor from the car or truck, to the delivery of the oil and cottonseed cake, all operations are automatic. Electrically driven conveyors of the auger type carry the seed to the seed mill or to the seed storage house. As the seed passes through the linting gins the lint is cut from the seed by saws and collected in the form of large bats or rolls which are baled. The seed then is conveyed to the grinder. From the grinder automatic auger conveyors pass the seed through the cooker and from the cooker the ground seed travels under pressure through sheet iron pipes to the presses or extractors. The oil is pumped to the filter while the extracted seed or hulls, which are now known as cake, are again carried by automatic conveyors to the warehouse where the cake is carefully weighed into sacks holding 100 pounds. The cold press cake is of a yellow tint and has a nut like flavor not at all unpleasant. Cattle are very fond of this feed which is used for increasing milk flow and fattening beef steers for market.

OIL REFINING

Crude cottonseed oil is purchased by the refiners in tank car lots, and is refined in large kettles using an alkali solution which causes a separation of the foots or impurities and most of the coloring matter, leaving a light yellow oil. The foots carry the foreign matter and are known in the trade as soapstock. The refined or yellow oil is decanted off, heated with a small quantity of fuller's earth and bleached to a water white. After bleaching, the oil is carefully filtered and all the earth removed. The oil is then steamed to remove any odor that may have been left. The product should be a tasteless, neutral oil of great purity. Sometimes the yellow oil is deodorized without bleach and this is used extensively as salad or cooking oil.

Lard compound is made by mixing the white oil with a small percentage of hydrogenated or hardened cotton seed oil. This is melted and chilled on large steel rolls. The chilled oil is then flaked off and goes into buckets, tubs, or barrels and is sold under various trade names for use in mixing with cotton seed oil for lard substitutes.

WHAT BECOMES OF LINTERS

Linters are the short fibers adhering to the hulls after ginning. Special machines having saws very closely set cut these fibers away from the hulls leaving them practically skinned of any fiber. Linters enter into many uses such as batting, wadding, stuffing, mixing with wool in hat making, mixing with lamb's wool for fleece-lined underwear, felt, artificial leather and low grade yarns such as candle wicks, twine, rope, carpets. The largest percentage of linters goes into mattress making. Another important use of linters is in the cellulose industry for the manufacture of artificial silk or rayon, celluloid toilet articles, photographic film, explosives, and writing paper.

The chemistry of the cotton seed is one of the marvels of modern scientific achievement. It was not many years ago that cotton seed was a nuisance. It was burned or left to rot, a menace to the health of the community. Today, the cotton seed represents 16 per cent of the value of the crop, as a result of the uses discovered.

The number of combination cooking, lighting and heating consumers has increased from less than 300 in 1922 to 2,400 in 1924.

Much that would be something can become nothing by being left alone. Never agitate troublesome things. It is foolish to give serious thought to worries that soon die from lack of attention.

Digitized by Google

Quality Grapes Bring Profit

Charles Anderson, Kern County Vineyardist, Uses Original Cultural and Marketing Methods with Phenomenal Success.

THAT successful farming is the result more of brains than brawn is clearly demonstrated in the work of Charles Anderson, vineyardist, whose place lies midway between Wasco and Shafter in Kern County.

Up to five years ago Anderson had never grown grapes. His business had been confined to the growing of oranges and lemons in Southern California and cotton in the Imperial Valley,—and he made a success of both.

Attracted to Kern County by stories of the productivity of the soil, Anderson secured 131 acres in 1919, too late in the season to prepare his land for grapes as he had planned to do. Long staple cotton was planted which grew prolifically but made him no money because of the falling market.

The following spring, 1920, he started in growing grapes, planting several varieties, chiefly Malagas and Thompsons. The vines grew and produced bumper crops but the market failed on his Malagas and Thompsons so he looked around for other varieties suitable for table and juice grapes.

HAS MANY VARIETIES

The Ribier was one selected which he believed would prove profitable so 13 acres of Thompsons were grafted over in 1924, and 15 acres in 1925. The 1924 graftings produced five tons to the acre which were sold at $150 per ton. Vines grafted in March of this year bore large bunches of fine grapes. At present his place consists of nine acres of Thompson Seedless, 15 acres of Malagas, 40 acres of Serbian Blues, 28 acres of Ribiers, 20 acres of Alicantes, five acres of Muscats, five acres of Dizmars, five acres of Kandahar and one acre of Olivette de Vendemian. Diversity is part of the creed of Anderson.

Several of the varieties were planted contrary to expert advice. He was told that the Serbian Blue would not prove profitable because of its habit of splitting and its non-resistance to mildew. But Anderson believed this grape had possibilities in the soil and climatic conditions of Kern County and he guessed right. There are few finer stands of this delicious grape anywhere in the San Joaquin Valley and commission men pay him a premium for his crop.

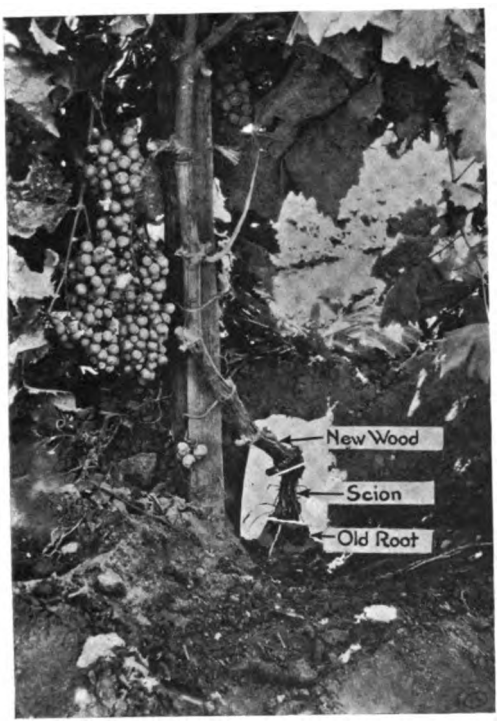
USES WINTER IRRIGATION

Anderson seems to have the faculty for getting premiums on everything he grows, which is easily understood when a study is made of the cultural and business methods he uses in handling his crop. First, Anderson believes in an abundance of water. His 16-inch well delivers 1,600 gallons per minute and is in operation practically the year around. Irrigation starts in December immediately after pruning and continues at 14-day intervals for four months. The soil is thoroughly

Charles Anderson shows his Thompson seedless grapes that grew so heavy the top wires were pulled from the staples.

Digitized by Google

Washing each bunch of grapes in a fine spray of water to remove dust that settled on the fruit is an original idea used on the Anderson vineyard.



Ribier wood grafted to Thompson crowns in March bore bunches of grapes in August.

Anderson packs and ships only the choicest fruit under his own brand.

Digitized by Google

soaked permitting less frequent irrigations during the summer when other work is to be done. His water costs him about $9.00 per acre per year. Cultivation follows summer irrigation leaving the surface soil in a free pulverized condition. It may be added that Anderson has selected an unusually fine piece of land, the soil working freely and absorbing a large content of water.

He prunes for fruit leaving four canes three feet long, using the bilateral cordon system on most of his vines. By special treatment he is able to hold his Thompsons on the vines late in the season. *And such Thompsons!* The bunches are so large and heavy that the staples on the top row of wires are pulled out, the bunches almost touching the ground. The Malagas are equally as fine, the average bunch weighing three to four pounds. From 12 to 15 tons to the acre are being harvested from these vines. The same vigorous condition is seen in his Alicantes, the large black berries hanging on the vines in bunches unusually heavy for this variety.

WASHES FRUIT

Because his Ribier grapes are near an unpaved road, clouds of dust blow across the vineyard and settle on the fruit. The grapes coming from the vines are washed in a spray washer specially designed by Anderson. Four garden sprays, two on each side, are mounted in a box and the bunches of fruit are passed through the spray, removing all dust and foreign matter, leaving them clean and black. The spray is not suffiiciently strong to remove the "bloom" so necessary for showing off fine fruit. This operation requires but a few minutes labor for each box yet adds to the value far more than the cost.

FRESNO BEAUTIES FROM KERN COUNTY.

Of course we mean the grapes, which are known as "Fresno beauties," and those in the picture came from the Anderson place in Kern County. The girls are really Fresno beauties in Fresno County. They are Eleanora Sullivan and Genevieve Sawyers.

ELECTRIC DRIER

During the warm weather the washed grapes dried within a few minutes while standing on the loading platform. But as the weather became cooler it was necessary to hasten the drying somewhat to avoid mildew or injury to the fruit. This is being done in a simple yet ingenious drier devised by Anderson. A wooden box or flue 30 feet long and about four feet high and two feet wide was built on the loading platform. The boxes of washed grapes are piled five high in the flue and a lid clamped on, preventing the escape of air except at the open end. A blower driven by a three-horsepower motor forces a draught of air through the flume drying the grapes perfectly in a very few minutes. Air from the blower also was used to blow dust and foliage from late Servian Blues.

Anderson markets his grapes under his own special brand, shipping them by truck to Los Angeles for local consumption or for reshipment to coast and inland markets.

He estimates that he will harvest eleven hundred tons of grapes, or an average of ten tons to the acre from the 110 acres in bearing this year.

ELECTRICITY NOT ON TAP BUT IS MADE TO ORDER

Electricity, for your light or for power, is not on tap like the water in your faucet, pent-up and ready to flow. Street car rides cannot be baled or bottled and stored away until needed.

Each must be "made to order"—manufactured on the instant. Nor can sufficient gas be accumulated to meet more than a few hours' demand.

Unlike the ordinary business which draws at will from shelf, storeroom or warehouse, the public utility company must provide its service fresh and new, from second to second, as demanded.

Million-dollar equipments and scores of employees are stirred into instant action for you, whether for a 5-cent telephone call, a moment's light while you locate your hat in a dark room or merely for enough gas to heat baby's milk.

Digitized by Google

Marjorie Jastram, age 2. Del Piedra, Fresno County.

Left.—Beverly E. Rippey, age 8, Visalia.

Right.—Patricia Helene McKune, age 5½, Fresno.

Margaret Segel, 15 months, 1369 Wilson, Fresno.

A Page of

San Joaquin Power Junior Stockholders

Jeanette Drake, age 6, Kerman.

Donald Williams McGuire, age 4, resides at Paradise Valley, near Mendota.

Jean Rench, age 7, Bakersfield.

Richard Gibbs, 13, Fresno.

Norman Holbrook Bennett, 10 months, Fresno.

Emily K. Starr, age 4, Fresno.

Digitized by Google

Mutual Benefit Association Prosperous

Treasury Now Has $13,500 Available for Claims and Benefits in Cases of Sickness or Accidents to Employees.

MORE than 245 claims, representing an expenditure of $7,500, have been handled by the San Joaquin Power Employees' Mutual Benefit Association during the seven months it has been in operation. These claims cover a good many of the ills that flesh is heir to and range from teeth extraction to appendicitis operations. There is now $13,500 in the treasury which, with the exception of about $2,500 working capital, is invested in sound readily-marketable stocks and bonds, with San Joaquin Power Seven Per Cent Prior Preferred ranking foremost. While this surplus seems large, it should be borne in mind that the heaviest demands will be made on the treasury during the winter and spring months when sickness is more prevalent.

The present Mutual Benefit Association grew out of the Employees' Mutual Benefit Plan formed in 1922 by the Fresno San Joaquin Power Club and later extended to all districts. This was a strictly employees'

Top row, left to right.—H. V. Johnson, Mrs. N. G. Letchworth, Miss Clyda Weems, and E. K. Barnum.

Below, left to right.—R. J. Tilson, E. J. Crawford, Lloyd Henley and Guy Dumble.

THEY DIRECT THE AFFAIRS OF THE MUTUAL BENEFIT ASSOCIATION.

Digitized by Google

organization supplying medical benefits only. There were about $3,000 in the Mutual Benefit Fund when the Association as now constituted was organized on April 15, 1925, and participated in by both employees and the company. This amount was matched by the company and transferred to the new Association treasury.

Membership in the Association is voluntary, the employee authorizing a payroll deduction amounting to 20 per cent of one day's wages per month, which is paid into the treasury. To this the company adds an amount equal to the sum of the employees' deductions. The average cost to each member is $1.11 per month apportioned on a salary basis.

In addition to 35 per cent of medical expenses as paid under the former plan, the new organization pays its members 65 per cent of their wages after the first three days' absence for sickness or for non-industrial accidents, for a period not to exceed 26 weeks. Salaried employees are carried on the payroll for three days in case of illness. This plan of paying a percentage of wages lost is of particular benefit to the daily wage earner, who, before joining the Mutual Benefit, had to stand the entire loss of his wages. In industrial compensation cases, the Association pays the difference between state compensation and two-thirds of the disabled person's wages.

So popular has the Association proven that 1,050 or 90 per cent of eligible employees are members. Employees in service ovr 90 days may become members after passing a mdical examination. Members whose salaries exceed $300 per month are eligible for medical benefits only.

The board of managers of the organization is composed of seven members, five elected by the membership and two appointed by the management. Of the five elective members, three were chosen for two years and two for one year at the election of officers in June. Hereafter two and three shall alternately be elected to serve two years, keeping at least two old members on the board at all times. Lloyd Henley, president, E. K. Barnum, vice-president, Nyra Letchworth, H. V. Johnson, Clyda Weems, E. J. Crawford, and Guy Dumble comprise the present board. Crawford and Dumble were appointed by the management and function as representatives of the company. R. J. Tilson of the personnel division was chosen by the board of managers to act as secretary-treasurer. A change in the personnel of the board was made necessary by the resignation from the company of Mrs. Pearl Hine on August 15, Mrs. Letchworth being appointed by the Board to fill the unexpired two-year term vacated by Mrs. Hine. Clyda Weems of the job and estimate department was appointed to fill the vacancy created in one-year term previously held by Mrs. Letchworth.

The head office of the Association is in the power company building in Fresno. Each district, however, has its own claims and membership committees.

PUBLIC OWNERSHIP

Every new political party these days thinks it must favor public ownership of all public utilities, including the railroads.

This has come to be the plank in their platform upon which they depend largely in their appeals for membership.

The organizers of these parties never tell prospective members that public ownership of utilities would remove $60,000,000,000 of properties from the tax rolls.

Millions of employes who are now dependent on faithful service to the public to hold their jobs would become indifferent and indolent political jobsters.

All of the plants and properties and all of the securities of railroads, street railways and interurbans, of power and light companies, gas, telephone and telegraph companies, and all other utilities would become exempt from taxation under public ownership.

Who, in that event, will pay the hundreds of millions in taxes now paid by the privately owned utilities of the country?

The answer is easy. The few remaining already overburdened taxpayers will carry that additional load.

There is all the difference possible between political ownership, at the expense of the taxpayers, and ownership as stockholders in utilities, which is real public ownership.—*The Manufacturer and Industrial News Bureau.*

Digitized by Google

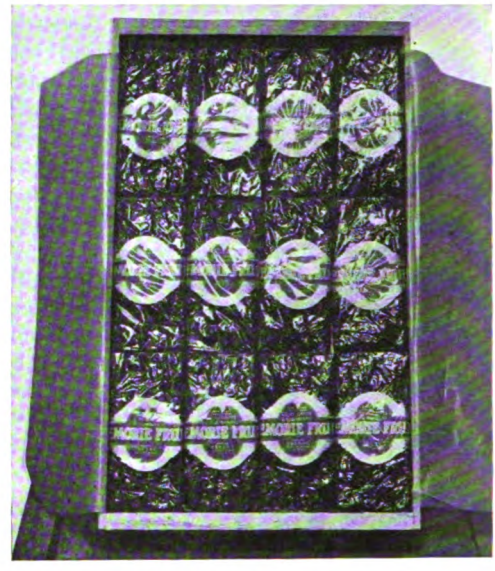
HUGE ELECTRIC OVEN USED IN DATE PACKING

A large electric oven, 12 by 16 feet and 8 feet high, has been in successful use for the past four months by the L. H. Davis Company of Fresno, in preparing for

Oven partly filled with dates ready for heat application.

market Egyptian dates. The dates are seeded and packed in convenient 12-ounce packages wrapped in cellophane covering under the brand of Memorie Fruits, also in conjunction with other fruits in various fancy packs.

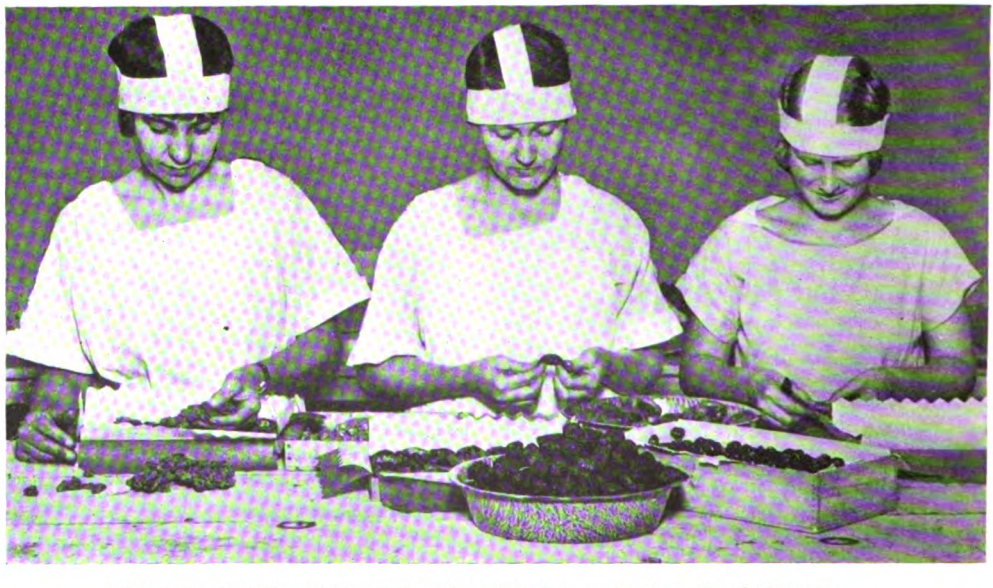
Dates received in original boxes are placed in 10-ton lots in the electric drier



A case of "Memorie" fruits ready fo shipment.

or oven and subjected to a temperature of from 150 degrees to 250 degrees for 22 hours. This treatment has a sterilizing effect and softens the natural syrup of the fruit so the dates may be easily separated, pitted and stuffed.

The oven is heated with six Westinghouse space heater units having a total capacity of 36 kilowatts. Automatic controls govern the heat to the desired temperature.



Dates are carefully sorted, pitted, and packed after coming from the electric oven.

Digitized by Google

More Light in the Kitchen

New 100-Watt White Mazda Lamp Meets With Hearty Welcome From Fresno Housewives.

OF all places in the home the kitchen is one that should be well illuminated. Abundance of daylight is desirable, of course, but in the absence of daylight proper lamp light should be provided.

Considerable attention has been given to kitchen lighting by illuminating engineers who have developed various standardized kitchen lighting units that effectively light the kitchen with an abundance of soft well-diffused light, free from strong shadows and glare.

A recent survey of the city of Fresno showed that 87 per cent of the kitchens are equipped with ceiling flanges and shades, either flat or bowl shaped. Practically all of these shades had in them clear lamps of 25 and 50 watts giving a light of relatively low intensity for the size of the room and producing heavy shadows which are objectionable in a kitchen, where every operation of preparing food should be carefully watched.

With this survey as a basis, H. H. Courtright, manager of the Valley Electrical Supply Company at Fresno, decided to launch a campaign to better light Fresno kitchens. Two salesmen were placed in the field, each provided with a sample case showing 16 kinds of lamps, any one of which can be illuminated by connecting with a convenience outlet, and one large milk white lamp in a carton that the salesman carried in his hand. It is this large milk white lamp that is revolutionizing lighting in Fresno kitchens. The lamp is a new model known as the 100-watt Mazda C. It fits any ordinary socket and produces an abundance of wonderful soft light free from glare and shadow. While this lamp does not give all the efficiency of the specially designed kitchen fixture it is a long step in the right direction toward proper kitchen illumination, and the cost is less than one-tenth that of the special fixture.

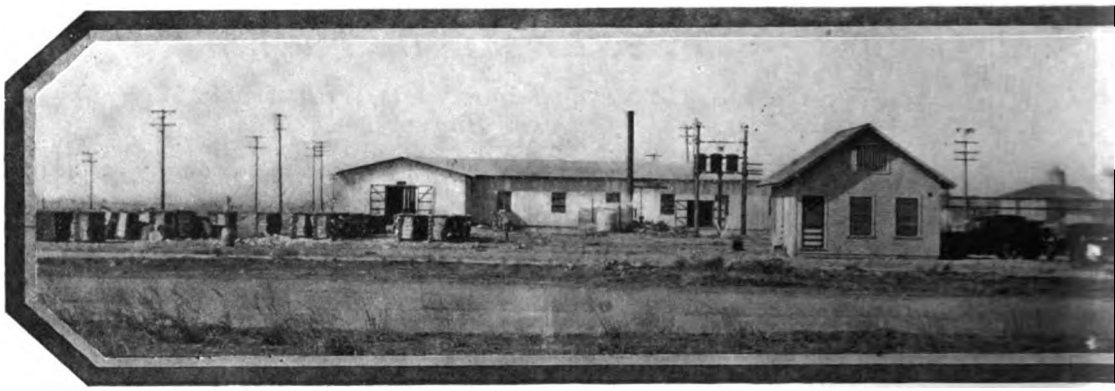
THE NEW MAZDA WHITE LAMP.
Inserted in the socket of any ordinary fixture this lamp provides ideal illumination free from glare.

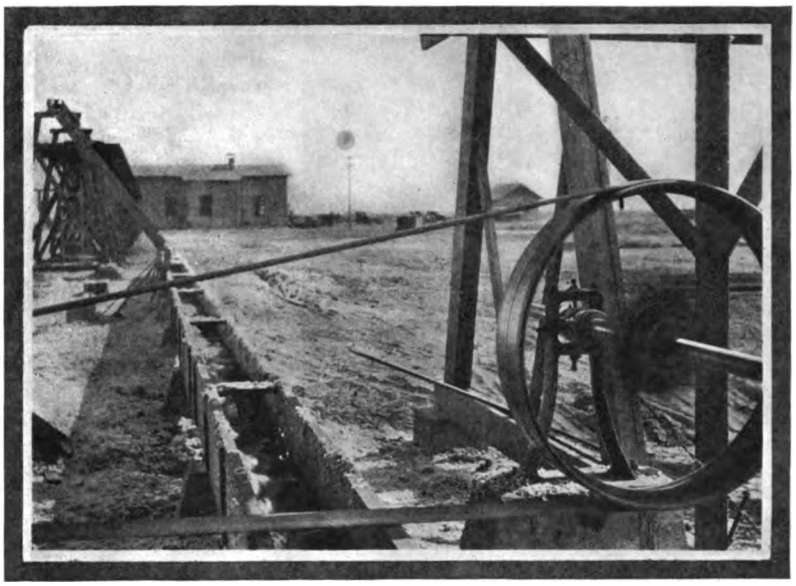
The price of the 100-watt Mazda C lamp is 55 cents, while special kitchen units consisting of a white glass shade completely enclosing an ordinary clear glass lamp sell at $5.50 to $9.00. Another point not to be overlooked in the cost of a new Mazda C lamp is that the old lamp is still available for some empty socket and is worth the original cost ranging from 25 to 35 cents. Deducting this from the investment in the new lamp the cost of lighting the kitchen is actually only 20 or 30 cents.

The new lamp is selling on sight, more than 3,500 being sold during February, March and April of this year. The campaign will be resumed later, and may be extended to other districts so that all housewives on San Joaquin Power System may properly light their kitchens.

Digitized by Google

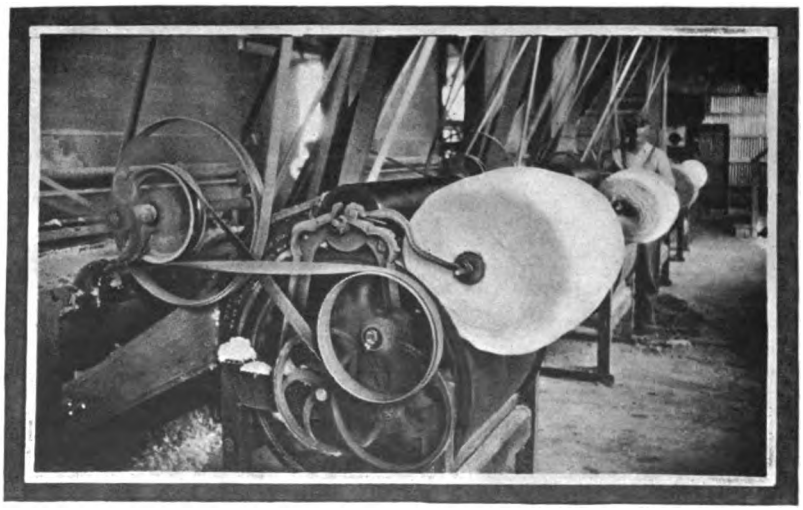
A TYPICAL SAN JOAQUIN VALLEY COTTON OIL MILL AT CHOWCHILLA. THERE ARE FIV





Auger conveyors move the seed from gin to seed storehouse and from storehouse to mill.

The seed is cooked for 20 mi
grees in this automatic s



Linters cut from the seed are rolled into bats and baled for shipment.

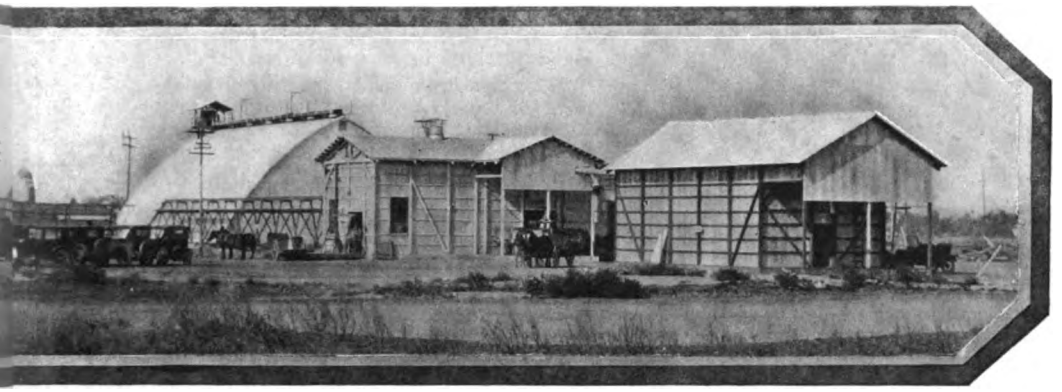
Cotton Seed M

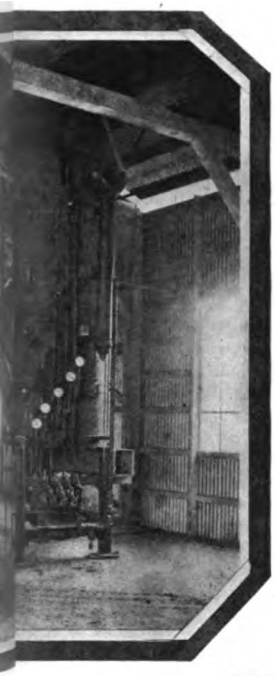
IN THE S.
JOAQUIN VA

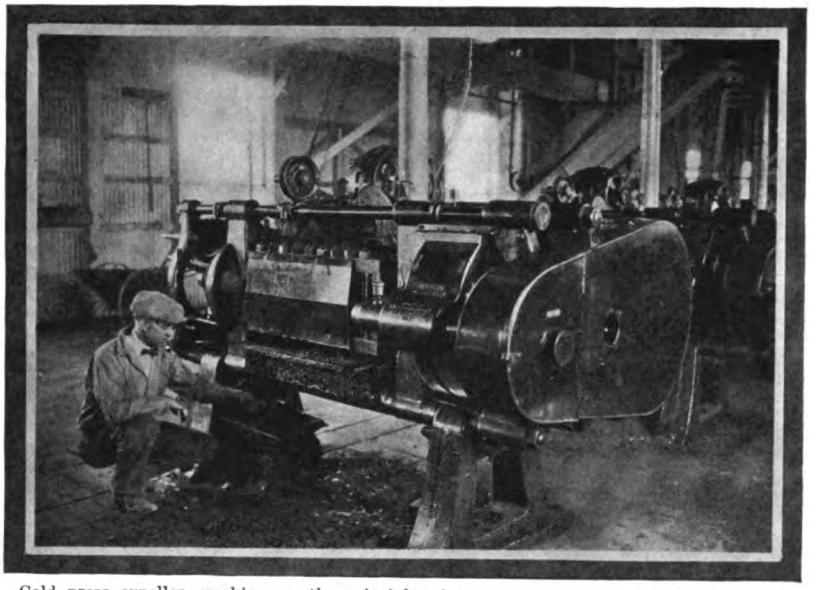
Approximately
tons of cotton see
be converted by fi
in the San Joaquin
into oil, linters,
seed meal and othe
ucts having a va
$2,500,000.

Digitized by Google

VE PLANTS OF THIS KIND NOW IN OPERATION IN THE SAN JOAQUIN VALLEY.







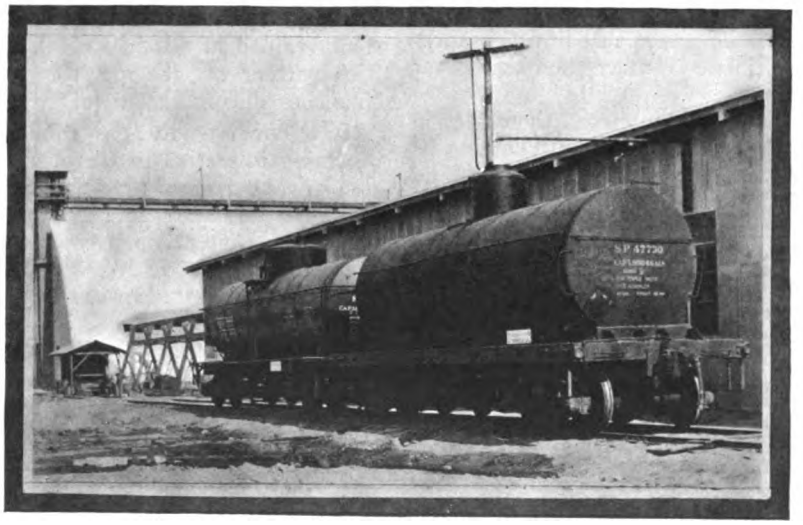
Cold press expeller, working on the principle of a sausage machine, extracts oil from the seed.

minutes at 140 de-
c steam cooker.

Milling

SAN
ALLEY

40,000
seed will
five mills
uin Valley
s, cotton
ther prod-
value of



The crude cotton seed oil is pumped into tank cars for shipment to refineries.

Digitized by Google

San Joaquin Power MONTHLY MAGAZINE

NOTICE TO STOCKHOLDERS—It is the desire of San Joaquin Power that stockholders should receive this magazine without charge. It is assumed that one copy of the magazine will be sufficient for each family. If more than one copy is coming to you or your family, will you kindly notify us so that we may cancel from our lists extra copies not needed.

Address all communications, San Joaquin Power Magazine, Fresno, Calif.

AL C. JOY - - - *Editor and Manager*
SYDNEY W. GREEN - *Associate Editor*

Subscription - - - - $1.00 Per Year
Single Copies - - - - - - 10 Cents

VOL. VII October, 1925 No. 10

HOLDING COMPANIES

No man in America has been a more outstanding figure in the development of the light and power industry than Samuel Insull of Chicago. The communities his companies serve, covering a substantial section of the Lake and Middle Western States, are satisfied with their light and power service. They know they are getting the highest possible efficiency at the lowest possible rates. Thousands of consumers throughout these communities are stockholders in Mr. Insull's companies. When he speaks, it is to an attentive audience having in him the utmost confidence. The people know Insull, and believe in him for the chief reason that in nearly forty years of intimate contact he has never misled them.

One finds real interest, therefore in Mr. Insull's public utterances, knowing he has given them careful consideration and knows always whereof he speaks. In a recent address before the Public Relations Section of the National Electric Light Association, Mr. Insull in a few paragraphs gave the public a clear insight into the character and functions of the so-called "holding companies." He said:

"First-rate electric service is no longer confined to the large cities. The small cities, the villages, and even rural hamlets have it. Electrification of the farms is on the way—just around the corner—has indeed arrived in some localities.

"This has been the outstanding development of the last dozen or fifteen years. Most of it is due to the so-called 'holding companies,' which have performed prodigies in spite of the handicap of their inept family name.

"The term 'holding company' is doubly a misnomer. It does not express either the character or the function of the companies to which it is applied, and it is utterly erroneous in suggestion. It tends to suggest restriction—the getting hold of something and keeping it for the profit of 'insiders,' or for a closely restricted circle of interests. It is a relic of the industrial combination era in the later nineties (immediate predecessor of the 'trust busting' era), when 'holding companies' were organized to own or control other companies in the same or contributory lines of business, with monopoly restriction of output and increased profits among their objectives.

"The so-called 'holding company' in the electric light and power business is something quite different. It is more properly an *investment company;* even more accurately, perhaps, a *development company.* Its primary purpose is to expand and energize the facilities and resources and activities of the local or subsidiary companies that are under its wing, and to broaden opportunities for safe investment. Still more important to the general public, the effect of what it does is that high grade electric service is placed at the command of more and still more users who would otherwise have far less efficient service or none at all."

CUSTOMER OWNERSHIP GROWS

During the the first half of 1925, customers and employes of electric services companies purchased 1,929,600 shares of stock, valued at $185,130,000. This was 23.6 percent of all the electric utilities financing during this time.

Just how rapidly the small buyer is becoming interested in this class of securities may be learned from the fact that while the total sales of securities for June, 1924, and June, 1925, were approximately the same, about $26,500,000, the number of purchasers last year was only 14,600, where this year it was 40,150.

The wider these civilizing utilities are spread in their ownership, the better politics and business and society will be. A country owned by interested partners always beats a landlord-and-tenant country.

Digitized by Google

TAXING PETER TO PAY PAUL

The Canadian Province of Ontario has the largest publicly owned hydro-electric system in the world. A total of $160,000,000 has been provided for the enterprise by the Province government and power, mostly derived from the swifty-flowing Niagara, has been widely distributed and sold to municipalities.

Recently this gigantic experiment in public ownership has been the subject of inquiry by a royal commission and some grave facts bearing upon its financial success and its reputed advantages have been brought out.

It was shown that the charges for service were much higher than expected and promised, that the sinking fund will fail of retiring outstanding bonds by at least $35,000,000, and that exempting this property from municipal and governmental taxes has put an added burden on taxpayers without furnishing them particularly cheap current. The Toronto Star, commenting on it, says that rates would have to be increased from 10 to 30 per cent if the project paid taxes as a private corporation would have to do.

These figures are respectfully commended to the recent legislature which refused to give the public a chance to vote on a constitutional amendment taxing publicly owned utilities just as private ones are taxed, and which further refused to ask Congress to forbid the further issuance of tax exempt securities.

This thing of robbing Peter to pay Paul is poor business. The farmer objects particularly, because he is the Peter who is taxed to make up the deficit of the tax free city man.—*Pacific Rural Press.*

LOS ANGELES POWER

Advocates of public ownership of utilities point constantly to Los Angeles as an object lesson, attributing the great industrial growth of that city to its low power rates resulting from municipal operation. These assertions would be interesting if they were supported by facts. It so happens, however, that neither light nor power rates are any lower than they were when the present municipal system was privately owned. And it also so happens that most of the industries developing in recent years are not within reach of the municipal lines and buy their power from the Southern California Edison Company, and that the greater part of those within range of the city's system buy their power from the Los Angeles Gas and Electric Company, another privately operated utility.

A LUNATIC AT LARGE

The indistinct line between sanity and insanity is always interesting to search for, but the craziest person on earth is the chronic grouch.

These indifferent individuals who refuse to recognize the rights or the feelings of others are more than "bughouse"—they are brainless.

When mental deficients are passed upon as crazy, we place them in an insane asylum or private institution. In the public institution, they are usually there for keeps. But the grouch, we let run wild.

The madman, it is said, finds pleasure in his insane ideas, but why in the world does a grouch want to live?

The grouch avoids his neighbor because he says his neighbor does not make him happy. Then the grouch gets lonely, and in this miserable state of loneliness, he hates everybody, including himself.

A man who suffers from gout in the head and a grouch in the heart, is a lunatic at large.—*The Silent Partner.*

WITH an organization—as with an individual—a pleasing personality is the reflection of an earnest interest in the welfare of others.

We who serve the Public are the builders of this company's personality.

A message to those who are helping make this business a success.

SAN JOAQUIN LIGHT & POWER

A. EMORY WISHON
Vice President and General Manager

Digitized by Google

COMMITTEE STUDIES USES AND COST OF FARM POWER

A post card questionnaire asking for information on the use of electricity on the farm has been sent out by the California Committee on the Relation of Electricity to Agriculture to all agricultural power consumers on the lines of the San Joaquin Light and Power Corporation and other power companies of the state.

The information is being gathered by the California College of Agriculture at Davis, where it will be assembled preparatory to study by the general committee.

The California Committee on the Relation of Electricity to Agriculture is a subcommittee of a national organization composed of representatives from the American Farm Bureau Federation, National Electric Light Association, Power Farming Association, American Society of Agricultural Engineers, United States Department of Agriculture, United States Department of Commerce, and United States Department of Interior. The State Organization is sponsored by the California Grange, California Farmers Educational and Co-operative Union, California Farm Bureau Federation, and the Pacific Coast Electrical Association. The research work is being directed by members of the College of Agriculture of the University of California.

This committee has been functioning for about one year and several studies and reports have been made. This is the first general effort to secure information on a scale that will be representative of the state. It is urged by the committee that the cards be checked and returned as early as possible so that the committee may begin at once to assemble the facts for reference and use.

The questions asked on the postcard are grouped into four general classifications: "electric motors," "electric household appliances," "electric lights," and "miscellaneous." Spaces are provided for any items not listed.

A reproduction of the card appears on this page. More than 250,000 of these cards are being mailed to agricultural power consumers throughout the state.

The results of the survey are to be published in California farm papers and in this magazine. This important work is part of the work of the committee whose duty it is to obtain complete information on the cost and efficiency of electricity as a kind of energy for the farm.

The cotton industry of the United States shows considerable shifting toward the base of supply. In 1880 there were in the cotton-producing states of the south only 561,000 spindles, while in 1922 this had grown to 15,000,000 spindles, or +3 per cent of all the cotton spindles in the United States.

	ELECTRIC MOTOR USED FOR	TOTAL No.	TOTAL H.P.		ELECTRICAL HOUSEHOLD APPLIANCES	No.		ELECTRIC LIGHTS	No.
1	Irrigation			20	Range		38	Residence Lights	
2	Water Supply			21	Hot Water Heater		39	Barn Lights	
3	Feed Cutter			22	Washing Machine		40	Shop Lights	
4	Silo Filler			23	Space Heater (Stove)		41	Dairy Lights	
5	Shop			24	Sewing Machine		42	Pump House Lights	
6	Wood Saw			25	Vacuum Cleaner		43	Poultry House Lights	
7	Milking Machine			26	Flat Iron		44	Yard Lights	
8	Cream Separator			27	Mangle		45	Garage Lights	
9	Refrigerator			28	Percolator		46		
10	Dehydration Fan			29	Toaster		47		
11	Ventilator Fan			30	Waffle Iron				
12				31	Table Grill (Stove)			MISCELLANEOUS	
13				32	Curling Iron		48	Electric Truck	
14	Total Number Motors			33	Immersion Heater		49	Horse Clippers	
15	Total H.P. Connected Load			34	Heating Pad		50	Sheep Shears	
16				35	Dish Washer		51	Brooder	
17	Number Acres Farmed			36	Portable Fan		52	Incubator	
18	Major Crop			37	Bell Transformer		53	Battery Charger	
19									

Other Uses and Remarks.....

Post card questionnaire being sent to San Joaquin Valley Agricultural Power Consumers.

Digitized by Google

Around the Loop

Bits of News and Gossip From District Managers' Reports and District Reporters' Notes

FRESNO

CLINTON R. WORDEN, *Reporter.*

Mrs. Foht brought up the rear of the vacationists and spent two weeks in the thriving city of Los Angeles.

Bill Jacobs went to Jackass Meadows with some friends and brought back a fine big buck. Bill goes off in the pursuit of mountain trails and big game each year and really had more trouble in getting his car in and out than in getting the buck.

Before Gene McLain became Mrs. Shadle she spread out all the "fixins" that it takes to get married and invited in the Power company girls for the revue. Somebody whispered to the girl on the left, "I had one just like that;" somebody else sighed. "I'm going to have one like that"—but every one agreed that Gene had everything in the trouseau-hope chest line from egg beaters to "something old and something new, something borrowed and something blue." The picture is from an old scrap book — Gene's grown up now.

Mrs. Earl Shadle as Gene McLain.

Freda Harrison is another recruit for the consumers' department from the Jersey Farm Dairy Company.

The schoolma'am ranks of Wagner, South Dakota, are less by "one." This one, Mary Peshek, has joined the ranks of the Power company in the consumers' department and is "never going to teach school again."

Tom Smith and Dan Legler, who are always on the job, surprised the office by being sick. Tom first had difficulties recovering from the banquet and then he burned his foot, while Dan had a pain in his appendix. After an examination of Dan's bank account the doctor decided it would not be advisable to operate.

Harry Champion told his mother not to buy meat for Sunday dinner, arose betimes, took his gun, and started after ducks. Some hours later, Harry returned —duckless. He hasn't made any explanations but the picture tells the tale.

Florence Yon entertained a number of the girls of the consumers' department, October 10, when the newly married Mable Armour was presented with a bridge lamp from the bunch. The evening was spent playing cards. Five hundred fans and bridge fans both had a chance at their favorite game.

E. C. Van Buren, Jr., is the proud owner of a Buick two-door sedan. We are told that on the day Ed was to take his first lesson in driving, the elements showed interest with copious quantities of rain. As the car did not come equipped with a propeller the lesson had to be postponed. However, he has become quite proficient now and is thinking of entering the Raisin Day Classic next year.

Carol Horton came over from the Sun-Maid to help carry our mail around, taking the place of George Pearson, who now has the official status of "meter reader."

GENERAL OFFICE

MARGARET MACGILLIVRAY, *Reporter.*

Miss Katherine Barnes, secretary to Al C. Joy, left the company November 1 to become office manager for M. P. Mohler Pipe Organ Company of Los Angeles. The girls thought this a wonderful opportunity to have a luncheon at Hotel Californian and arrangements were made to have the hotel bus waiting at the door at 12 sharp to transport the crowd to the repast. "Oh, I thought it was the police patrol," was heard to be remarked by several not in on the party, but the girls went careening merrily through town, much like a newly arrived W. C. T. U. delegation. The luncheon was attended by about thirty girls. Miss Barnes' friends presented her with a fitted traveling bag in which to carry her lipstick and their good wishes. Six silver teaspoons also sped the parting one.

With Katherine harkening to the strains of the pipe organ and Gene McLain to the rattle of pots and pans, the Girls' Club was left officerless. A special meeting was called and Leslie Deitrich was elected treasurer to guard the $3.90, while Nina Weems was chosen as secretary. The balance of the meeting was devoted to Mrs. Nyra Letchworth's convention report and to a discussion of ladylike ways and means of raising money. A Christmas candy campaign was entered into, so if anyone needs some good candy as a peace offering or a Christmas present, take the matter up with any power company girl.

D. C. Casey left the company the first of November to move to Oregon.

Jule Gleason, secretary to E. R. Banks, recently underwent a very serious nasal opera-

Digitized by Google

tion, which has kept her from the office for several weeks. Her place was filled temporarily by Roberta Sutter.

The very dignified person shown herewith is Martin Petersen, much dressed up in his new elevator uniform. These new uniforms of grey, black braid and gold insignia are snappy and make the boys look like "regular fellows."

Martin is on the "dog watch" until 11:00 o'clock at night and uses his spare time in study. He wants to become an electrical engineer and has a number of credits for his work.

And speaking of elevator boys, there is a new one to report this month. Edward Crawford takes the place of Elmer Hall, who has been transferred into the engine room.

Pearl Hine of Palo Alto and formerly of the seventh floor was in Fresno a few days ago and called in to say "Hello."

MARTIN PETERSON.

Once a year, the Fresno Power Club looks over its political timber, segregates a few prospects, airs the candidates' virtues and vices, then all get together, hold a big banquet, and wind up by voting on the various political aspirants. This year there emerged from a torchlight parade, party banners, fiery political speeches, stunts worthy of a United States presidential campaign, and a most spirited contest, Claude Weekes as president, Leslie Dietrich social chairman, Hazel Mozey secretary, Dot Edwards treasurer, Gaskell Jacobs vice-president of education, and Jimmie Heazlett vice-president of recreation. To these officers falls the task of directing the social whirl and club affairs for the coming year.

STORES DEPARTMENT

O. M. Simpson, head of the stores department, resigned from the employ of the company and left November 7 to become office manager for the American Trona Corporation who handle one-third of the world's refining of potash and borax at Trona, California. It is with regret that we see Mr. Simpson leave but wish him continued success in his new position.

Ralph Hamlin, formerly of the stationery department, has been transferred to the stores department.

E. S. J. Baldwin of the Bakersfield stores office is assigned to this office temporarily.

CONSTRUCTION-SERVICE DEPT.

BEVERLEY OSBORNE, *Reporter.*

A few last vacations of 1925 were taken by Bill Cunningham, Pat Martin and Curt Dietrich. Bill and Pat combined business with pleasure the first week of their vacations by playing gatekeeper at the County Fair; Curt went on a trip through the southern part of the State.

Jack McElroy left us and his estimating job to join Jack Frost's selling force, October 15. We miss Mac but we wish him the best of luck and success in his new work.

The Cholo gentleman shown in the picture is Senor Art Hensley who is yet celebrating the Diamond Jubilee. While this is enough to rate a picture and wide publicity, Art's outstanding bid for notice is the fact that he is the most popular district foreman on the system. Ask any member of the Fresno District.

Harley Freeman, Frank McCamish's boytime pal, visited in Fresno during the month of October but is now back with the boys of the U. S. S. West Virginia.

O STREET SUBSTATION

MYRTLE BALLANTYNE, *Reporter.*

Gerald Quinn has not called to the attention of one or two persons, the fact that he is now driving a brand new company Dodge. For their benefit we make this announcement. Gerald's photographer was not able to make a picture of the new car shiny enough so it will not appear in this issue. Jerry says he now has a chance to run a close race for the title of "Most Careful and Able Driver," now held by Mel Fowler.

Just when we think vacations are over for another year, someone clears off his desk, spreads a beaming smile all over his face and becomes conspicuous by his absence. The last to do this was Earl Stimpson, who spent his vacation in Merced with his folks.

Paul McCorkle and wife motored to Los Angeles for a three-day visit with his mother and father and incidently to see the Stanford-U. S. C. football game.

J. E. Mergenthaler idled a week away at the Southern Beaches but Barney isn't saying just what he saw or exactly where he went.

Digitized by Google

This is to formally announce the arrival on October 14 of a new 9½-pound baby boy at the home of Mr. and Mrs. G. A. Collins. The newcomer is to be known as Leland Albert.

News for Entertainment Committees: "The Static Four" has made its appearance and met with a high success and is open for engagements. Due to the vast popularity of the young men, engagements should be made early for they are usually "booked up." Because of the inability of the members to properly get together until around 11 p. m., rehearsals can be held but once a week—much to the delight of all the neighbors. The "Static Four" belong to the operating department, but we are bound to secrecy as to their individual identity until they have a few more rehearsals.

BAKERSFIELD

ALBERTA LOVE LEACH, *Reporter.*

AMONG OURSELVES.

The members of the Girls' Club were entertained this month at a masque Hallowe'en party, given by Marie Reeves and Kathleen Evans, October 13, an appropriate date for such an occasion. The setting, a club house, surrounded by a dense forest, helped portray a Hallowe'en with ghosts that scared everyone most to death. Dancing, games with prizes, stories and Hallowe'en stunts around a crackling fire were the chief amusements. At the mystic hour, the guests were seated at a table decorated with Hallowe'en colors and favors, to partake of dainty refreshments prepared by the hostesses.

Thursday evening, October 22, the K. V. A. Club held its annual election of officers for the ensuing year, who are as follows: W. F. Tyler, president; Harry Shirley, vice-president; Marie Reeves, secretary; Harold March, treasurer; A. K. Carson, collector. The members are anxiously awaiting the first event of the season, which is to take place very soon, and if President "Bill" lives up to his reputation, these newly-elected officers ought to give us some pretty good action.

Al C. Joy of the Fresno general office, attended the annual banquet of the Civic Commercial Association in Bakersfield on Wednesday evening, October 26, as one of the speakers of the evening.

Alfred L. ("Pop") Pomeroy has just returned from a vacation spent in the sunny south. Most of his time was spent in and around San Diego, with daily side trips to Tiajuana.

A. R. Theile put his two weeks to good advantage by spending them at Lerdo superintending the harvesting of his twenty acres of Thompsons.

Mark E. Leonard, formerly employed here in the stores department, recently returned to Bakersfield and has taken a position in the collection department.

Carla Randolph is convalescing from a week-end trip made to her old home town, "Kernville."

You have all heard of "The House that Jack Built," but have you seen the house that Liston is building? The handsome little bungalow in Alta Vista doesn't look at all like a bachelor's den; it seems to have accommodations for two! Just what does this mean, Liston?

Two expeditions under the leadership of John Artemus Ware were recently conducted to the Greenhorn Mountains. Each time the party returned with blistered hands and sore backs, much to the mystification of the office. But the purpose is out—they were tearing down about half of Greenhorn Mountain to make room for a summer lodge, where our chief clerk can enjoy frequent summer hibernations.

IN THE OTHER DEPARTMENTS.

Retail Store

The Retail Store had a very complete booth showing appliances, both gas and electrical, at the Kern County Fair, October 6 to 10. Mrs. Tripp of the Valley Electric Company of Fresno assisted materially in making the cooking and canning demonstration a success. A feature which attracted much attention was the Stock Sales display of pictures of junior stockholders, handled by F. V. Boller of Fresno and J. P. Kastl of the Bakersfield commercial department. Another feature which created favorable comment was the miniature pole line outlining the entire electric exhibit. The pole line was constructed by the employees in Ace Meudell's department at the Steam Plant. A. K. Carson of the retail store, who worked with the Fair Association Directors on the Electrical Committee, wishes to state that the directors were very profuse in their praise of the way the company's electrical department assisted them with service, both of labor and power.

It's a boy! A new salesman, we hope—Lloyd Howard Morris, Junior, small son of Mr. and Mrs. Morris. Mr. Morris represented the retail store at the last Stock Sales Banquet in Fresno.

Stores Department

W. T. Carter assumed his new duties manipulating an electric truck, on the first of the month. It's hard for him to remember not to stop at the gas pump each evening to have his tank filled, for the new bus won't use that kind of juice.

For the past month, the stores department has been preparing to move its office to the warehouse. The change of quarters will be made as soon as the company telephone has been installed.

Operating Department.

Guy Walford managed to tear himself away from his "attraction" in Bakersfield to visit his sister in Los Angeles for a few days during his vacation.

Two 1250 KVA transformers at Famosa were lost October 5, during the rain storm. However, service was maintained by paralleling Kern Oil and Semitropic Substations with Famosa Sub.

Percy Oldershaw spent his vacation working —in the garden and on his radio set.

Digitized by Google

Gas Department.

Ernie Rosenberg is striving to out-do Bill Tyler in the line of waist! Measurements will be given in the next issue. Ernie is getting in trim for the fat man's race at the picnic.

Electrical Department.

Poor Bessie has no Mama and no Papa! Mrs. Johnston is making an extensive trip through the Eastern States, and as Bessie was too much for Mr. Johnston, he is in Los Angeles, hoping Bessie will quiet down enough so that he can come home!

Since the final game of the World's Series, Herb St. Mary has been unable to recover his voice, or the hard-earned dollars that got away from him. For his voice, he is using lozenges and other soothing remedies, for the lost ducats there is no cure!

Russel Chitwood has to rustle now! On October 21 he came in with the glad news that he was a married man, so congratulations are in order.

B. & K. TOPICS.

The sick list during the month included the names of H. W. Wilson, A. T. Harris and C. A. Moren, car and bus operators. All have recovered and returned to work.

Fair Week, October 6 to 10, was a busy one for the Street Railway. Seven thousand people were transported to the fair each afternoon and evening, without an accident or injury to a single passenger.

Bus Operator K. Cole and Mrs. Cole were called South for several days during the latter part of the month on account of the serious illness of their daughter, who is now convalescing in Santa Ana.

H. W. Joyner has been temporarily employed as bus operator due to sickness and vacations.

George Vineyard, bus operator, resigned October 12 after six months' service. He is going back into the business of auto repairing.

BAKERSFIELD STEAM PLANT.

W. K. Fraser, operator at the Bakersfield Steam Plant, is the proud father of an eight and a half-pound son, born October 8, 1925.

J. G. Portnell, fireman, believed vacations are among the better-late-than-never things, and spent half of this month vacationing.

Sam Potts looked over the new Ford cars, but decided that his old hack still had them beaten and the only trade he would consider would be for a Cadillac or a good cow!

The Steam Plant crew are very busy these days cleaning boilers, putting in new gaskets, overhauling turbines and auxiliaries, getting the plant in condition to render that service for which it is famous.

J. S. Stewart, machinist, has been transferred from the gas department to the Bakersfield Steam Plant.

MIDWAY STEAM PLANT

Mrs. M. A. Gilstrap entertained visitors from Maricopa for the week-end, and also enjoyed a short visit from her granddaughter.

G. E. Overman and family made a short visit with friends in Los Angeles the latter part of the month.

Geo. W. Thunen and family are comfortably located in cottage No. 3. Mr. Thunen is the efficiency engineer, but more important yet—he's a radio bug.

Mrs. W. C. Heinbert has had her sister, Mrs. Thompson of Pasadena, visiting her.

Mr. and Mrs. Jas. W. Greenwall have returned from the north, where they have been spending their vacation.

Mrs. G. E. Overman gave a children's party in honor of her eldest daughter's twelfth birthday a short time ago. The kiddies were in favor of voting the guest of honor six birthdays every year.

SELMA DISTRICT

HOWARD H. YOUNG, *District Manager.*

Raisin prices have gone up due to the enormous shipment of raisin grapes as green fruit. Muscats are bringing 5c and Thompsons 4½c to the grower, the best prices since the war. Several dehydrating plants in the district are being reopened to take care of grapes that were held on the vines for late green shipment but which, due to the car shortage, were delayed to such an extent that sun drying is impossible.

The local cannery was running on sweet potatoes which were expected to continue until November 10. Approximately forty tons are canned daily with about 375 people employed.

Business conditions are excellent. A total of 198 horsepower of motor load was definitely signed during October and lines are now being constructed. In addition to this unprecedented load for this time of the year, 72 kilowatts of cooking and heating were closed together with 23 lighting installations. Construction work was begun the latter part of the month to serve the Riverdale-Foothill Irrigation district's three 30-horsepower motors for wells, each capable of delivering four second feet of water. These wells are for test only and if satisfactory, are the beginning of a project that will utilize between 600 and 800 horsepower.

Mrs. N. T. Lewis of Riverdale was served with a 7½-horsepower motor on a turbine pump to be used for irrigating alfalfa. This ranch is one of the oldest in the Riverdale territory and its addition to the ranks of electric irrigation is warmly welcomed.

P. G. Christ, who owns a vineyard near Parlier supplanted his gas engine with a 7½-horsepower motor during the month and expects to irrigate his entire acreage several times this winter, thereby taking advantage of the low winter rate for electric pumping.

Digitized by Google

W. G. Bell, who owns a ranch north of Parlier near Kings River, was served with a 10-horsepower motor. Mr. Bell also expects to irrigate this winter and was anxious to have service in order to start as quickly as possible.

Among other new consumers added to San Joaquin power lines are listed I. M. Morrison, 10-horsepower motor near Hardwick; Andrew Olson, 7½-horsepower near Kingsburg; H. A. Haymaker, 15-horsepower; Swan Anderson, 5-horsepower; Emil C. Peterson, 7½-horsepower; Nels Hansen, 10-horsepower.

The 72 kilowatts of cooking and heating load represent thirteen new consumers. The Selma Sanitarium received service for a 5-kilowatt electric water heater, connected to an 80-gallon storage tank, the water heater being operated automatically insuring a continuous supply of hot water. Tom J. Peterson of Del Rey added during the month a 7-kilowatt electric range, 5-kilowatt water heater and 3-kilowatt electric room heater, totaling 15 kilowatts, which was the largest combination heating, cooking and lighting installation of the month.

Two 2½-kilowatt room heaters were installed at the residence of H. A. Hansen and Harry Scott, each located at Selma, while Grover Cleveland, a rancher near Caruthers, installed a 6.5-kilowatt electric range and 3-kilowatt water heater. Adolph Kopp who has been an electric light consumer for several years, installed a 6.8-kilowatt electric range at his residence near Parlier, while O. E. Peterson located in Kingsburg added a 3-kilowatt room heater to his electric equipment.

The month of October on the whole was excellent from the standpoint of new business signed and construction work completed and every indication points to a continuance of this condition during November.

SELMA

PRISCILLA OLSEN, *Reporter.*

W. H. Case, our chief clerk, has just officially ended the vacation season at this office. Mr. Case purchased a new Hudson Brougham to break in at various southern beaches.

"Bobs" have long held the majority at this office but only until Lillian Bromark returned from her vacation in Los Angeles with her long tresses shorn, could we call it unanimous. Rumor has it that she is dolling up for some one's benefit, but we haven't learned the details as yet. Be that as it may, bobbed hair is now a settled argument in the Selma office.

Miss Glenn Jarnagin and W. L. Henderson, our salesman, have completed five years of service with the company, and both have received the service pin signifying loyalty and service. May they both continue their good work in the company's ranks.

C. H. Edman, assistant chief clerk, has recently been promoted to the post of chief clerk at the Madera office. We want to congratulate Mr. Edman on his promotion and also the Madera office for being so fortunate as to secure him. We hated to see Mr. Edman leave us for we have enjoyed working with him. We are sure the Madera office will find him just as easy to like and just as efficient as we have found him.

Carl Foster, our former inspector, gave us a surprise call last week. It was nice to see Carl again; he had neglected us for some time.

Herb Brentlinger, collector, has fully recovered from the black eye he received some time ago, but we are informed that Mr. Brentlinger's son, Keith Norman, age six months, came out of the affair uninjured. If young Brentlinger is that efficient now, we wonder what will become of his dad in a couple of years.

MADERA

GRACE PHILLIPS, *Reporter.*

J. E. Barrett made the trip to the Kings River Project October 31, in company with district managers and department heads as the guest of Mr. A. G. Wishon. He came back all enthused over the project.

F. F. Showers, formerly manager of the Carleton College Farms near Chowchilla has leased a ranch on the Highway south of Madera and has taken up residence there the first of November. This was done for the purpose of giving a better display to the traveling public of his fine pure bred Holstein herd. It is hoped that this move will create greater interest in pure bred cattle in the southern end of the County.

C. H. Edman, former assistant to the chief clerk of the Selma District, has been transferred to this district as chief clerk.

Our new city distribution substation on the Highway is practically completed and is a great improvement over the old structure which had been standing for many years and was pretty badly depreciated.

Bob DeChaine's fame as a dancer is spreading. On November 4 he entertained the Madera Lions Club by giving them an exhibition of the Charleston.

Mr. and Mrs. John Lucckaisse became the parents of a baby girl, October 12.

The mustache craze has hit this office full force. Bob DeChaine first decided that Mr. Barrett looked pretty nice with a mustache so he thought he would try one for himself. (We trust the results are all he had hoped for). Frank Hosler and George Footman were not to be left behind so started a contest to see which can be the first to grow a real man-size mustache. The loser or the first to withdraw from the race is pledged to treat the entire office force to cigars and candy.

Mr. and Mrs. J. W. Jones spent September

Digitized by Google

hunting on Mt. Raymond in the High Sierras. They were driven down by the heavy snows. Mrs. Jones says: "We killed one deer and had a fine time."

F. E. Rodman made a flying trip to Los Angeles the week-end of October 10.

CORCORAN DISTRICT

F. C. CARROLL, *District Manager.*

During the month of October we received fifteen applications for power totaling 211½ horsepower, six cooking and heating application totaling 56 kilowatts, and twelve lighting applications.

We connected during October the following agricultural installations: W. H. Elliget, 60 horsepower; Tulare Lake Land Company, increase from 60 to 75 horsepower; Turner & Von Glahn, increase from 30 to 50 horsepower; E. Workman, 7½ horsepower; Nis Hansen, three increases to the amount of 22½ horsepower; F. H. Kennedy, 60 horsepower; W. L. Scally, 10 horsepower; John Vaughn, two horsepower; and the Tulare Lake Land Company, 60 horsepower.

The industrial load added was for the city of Corcoran, 20 horsepower to operate the new city well; R. P. Williams has one horsepower additional in his butcher shop; Boswell Cotton Gin, an increase from 120 to 170 horsepower, and an installation in the new gin of 135 horsepower; Tulare Lake Dredging Company, 15 horsepower additional to operate a corn dryer in the Guernsey Warehouse, which is reported to be operating very successfully; Corcoran Cotton Oil Mill, 190 horsepower in their oil mill; the Corcoran Machine Works, 7½ horsepower; and the Lemoore Union High School increased their motor load from 19 horsepower to 36½ horsepower, making one of the most complete manual training departments in the valley.

Cooking and heating installations included a 7-kilowatt range received by E. A. Arnold as a prize at the Corcoran Harvest Festival held under the auspices of the Corcoran Women's Club; B. Tilton of Lemoore, 11½ kilowatts; Mrs. Susie Chadwick, 4.8 kilowatts; M. L. Richmond, 6.5 kilowatts additional at the Good Eats Cafe, making a total connected load of 23.9 kilowatts in cooking and heating appliances in this cafe.

In addition to the above we connected four commercial and eight residence lighting consumers.

ILLUSTRATING CORCORAN DIVERSITY.

A truck load of alfalfa seed and a trailer load of cotton from the W. E. Stridde place, in the Tulare Lake region. From 150 acres of alfalfa Stridde cut 250 tons of hay in two cuttings and harvested 15 tons of seed. He has 100 acres of cotton running close to one bale per acre.

CORCORAN

ELEANOR HEMMINGSEN, *Reporter.*

Earl D. Shields, district foreman, has just returned from his vacation in the northern part of the State. Earl brings back a thrilling tale of an encounter with a fighting buck which developed into a rough and tumble scrap, kicking, hitting in clinches, and biting being resorted to by both combatants. Earl sunk his teeth into the buck's back and held on like a bulldog until brushed off by an oak limb. The deer got away but Earl bit so hard that some of the bristles from the buck's mane became embedded in Earl's upper lip. A surgical operation was necessary to clean away the pin cushion so he could kiss his wife.

E. L. Foster, meter reader, has been ill during the month, suffering from an acute attack of traumatic conjunctivitis, or dowanta workus, we don't know which. However, the ailment can't be as serious as the name for he is back on the job again smiling and happy.

Earle J. Shadle, our congenial and accomodating storekeeper, has joined the nuptial ranks and taken unto himself the responsibility of steering a bark on the sea of matrimony. The chief cook and cabin boy of the crew was formerly Gene McLain from the consumers' department in Fresno. Gene is to be congratulated upon leaving Fresno and coming to a real live up-to-date community to make her home.

Mabel Puls, back from a vacation spent around Los Angeles reports "much good time" but a closed season on men—there were none to be drawn into servitude. Mabel is confident that the future prospects of Los Angeles can't compare with those of Corcoran, anyway.

QUITE CONSPICUOUS, OLD DEAR

"Great stuff, those electric signs on Broadway," says the Yankee. "They've got one advertising Wrigley's gum, runs a whole block, 250,000 electric bulbs."

"How many?" cries the astonished Londoner.

"Two hundred and fifty thousand," answers the Yankee.

The Londoner observes, "But I say, old chap, isn't that a bit conspicuous?"

Digitized by Google

LOS BANOS DISTRICT

THOMAS HANCOCK, *District Manager.*

In spite of the fact that this district comprises some of the best land in the State, and is also favored with an ideal climate, it has been enjoying a somewhat slow, although steady, growth. Conditions, however, have changed within the past year to such an extent that all lines of business are planning to take care of an increase.

Our chief source of income has come from dairies, which have created business for many fine creameries in the district. Gustine has four, the Carnation Milk Products Co., the finest and largest of its kind in the State; the Gustine Co-operative Creamery, which makes the famous Challenge butter; the California Milk Products Co., manufacturing casein and milk sugar; and the Dairy Delivery Co., a branch of a large San Francisco firm. These four creameries pay to the dairymen $3,000,000 annually.

In Los Banos are two large creameries, the Golden State Creamery manufacturing an average of 4,000,000 pounds of powdered milk annually and the Los Banos Dairymen's Association, manufacturing casein from skim milk. Together, the two plants pay Los Banos dairymen $2,000,000 per year.

In addition to dairying, steady development has been going on in other lines during the past two years. Besides the large acreage put into alfalfa, walnuts, and apricots there has been planted between Los Banos and Dos Palos 5,000 to 6,000 acres of cotton. During the month of October a line was constructed to serve the Los Banos Cotton Gin with 125 horsepower. This gin, equipped with the very latest machinery, was put into operation October 28, and includes a cotton storeroom and cotton seed storage house. The official opening of the gin was held under the auspices of the Los Banos Chamber of Commerce, November 4, when all business houses in the city were closed from 1:00 to 3:00 o'clock. Mr. A. G. Wishon was one of the principal speakers. It is conservatively estimated that from 30,000 to 50,000 acres will be planted to cotton in the district next year, the quality and yield thus far proving this to be a fine cotton growing section.

Since the first of the year each month we have been exceeding our quota in combination heating, cooking and lighting load. In fact, on one or two occasions our monthly quota was doubled. We have also doubled our quota in agricultural power and we have every prospect of reaching a higher goal next year.

During October and the latter part of September, 166.5 kilowatts in heating and cooking load were connected in Los Banos and 194 kilowatts in heating and cooking load for Gustine. In Dos Palos, heating equipment was installed for Dos Palos Union High School, 10 two-kilowatt hot plates in the domestic science department and for the Kozy Korner Lunch Shop, 5.4 kilowatts.

We also built an extension to serve the Shell Company of California with eight horsepower motors at their Merval Pumping station west of Los Banos.

Applications were received for a 40-horsepower motor to be installed northwest of Gustine and for a 50-horsepower motor south of Los Banos.

SAN JOAQUIN DISTRICT

E. G. STAHL, *District Manager.*

Business during the month of October was better than ever before in the history of the district. Earnings show a substantial increase over last year, collections were very good, and the largest amount of business was signed during any month this year.

Harris, Clagget & Gooch signed contracts for eight 60-horsepower motors to be installed near the Schindler Substation. Thirteen sections of cotton and grain are to be irrigated by these pumping plants and others will be added later.

James Shultz of San Joaquin signed contracts for four pumping plants, totaling 95 horsepower, to irrigate 900 acres of his property, three miles southeast of San Joaquin.

The James Irrigation District has installed two new 20-horsepower pumping plants about three miles north of San Joaquin.

The Stinson Irrigation District has signed contracts for two 30-horsepower pumping plants, the first unit of which is being drilled by the Western Well Works, who have arranged for 50 horsepower temporary service for drilling. This is to be an envelope type well, with two casings, gravel filled between the outer and inner casings. This is the first well of this type to be installed in the district and considerable interest is being displayed over the results to be obtained.

T. C. McCabe of Mendota has signed for a 7-kilowatt range and a 5-kilowatt air heater.

The Mendota School District has installed three 6.6-kilowatt motion pictures machines to be located at the school houses at Mendota and vicinity.

The four gins in the district are in full operation at the present time and while the price of cotton has gone down the production is considerably above that of a year ago, many farmers reporting crops of more than a bale per acre on the first picking.

Recent press reports state that a showing of oil was obtained at the Herminghaus well located northwest of Kerman. The two wells located east of San Joaquin have been temporarily abandoned by the Associated Oil Company.

ELECTRIC SHAVES NOW!

Electricity, having done about everything possible to emancipate woman from the drudgery of housework, is now trying to make life just a little bit easier for man. Witness the electric safety razor. They have added a few wires to this hard worked little device and now, vibrating electrically sixty times a second, the blade cuts its way through the stubble in short slashing strokes. These strokes cut sidewise across the hair and sever it without pulling.—*New York Commercial.*

Digitized by Google

INSPECTING A KINGS RIVER DAM SITE.

Mr. A. G. Wishon may be seen in the center pointing out various scenes of future operations in power development on the Kings River Project to a group of department heads and district managers who visited the big job October 31.

DINUBA

BLANCHE WEDDLE, *Reporter.*

On the evening of October 15, the Power Club held a social meeting for the members of the club and their families. Everyone played cards until refreshments, the feature of every good party, were served. Some of the folks have already been asking when the next meeting would be.

District Manager Hazen G. Redfern was awarded a number of first and second prizes on his Cornish Game chickens entered at the Fresno District Fair. Fancy chickens are a hobby of Mr. Redfern from which he derives considerable pleasure and some profit.

We wish to extend our deepest sympathy to Leo Newcomb in the loss of his mother.

District Manager Hazen G. Redfern was presented with a five-year Service Pin, November 5.

Mr. Redfern motored to the Kings River Project, October 31, with a number of other company officials, where he saw the tunnel and other work in progress for Balch Power House, the first unit of the project. The weather was delightful in the high country and the impression registered was one of increasing admiration for San Joaquin Power and the service it is rendering.

MADERA DISTRICT

J. E. BARRETT, *District Manager.*

The grape season is practically closed with more than 1,700 cars of green grapes shipped at the end of October, almost double 1924 shipments. Cotton picking is well under way. Madera County's four gins had ginned 1,000 bales, October 31, and the Cottonseed Oil Mill at Chowchilla is operating. Giffen and Trout received service of 100-horsepower in their Madera gin.

Prospective business shows a healthy growth. Service for 485 horsepower industrial load, 368 horsepower agricultural load, and 143.25 kilowatts heating and cooking load are signed but not connected. The opening up of 3,500 acres of Miller and Lux land with 3,100 acres of the Mary Van L. Schmitz land purchased by Giffen and Trout for the planting of cotton points to development for next year. During October, there were connected sixteen lighting consumers, heating and cooking installations totaling 54.7 kilowatts, two industrial consumers requiring 101 horsepower, and three agricultural consumers using 22½ horsepower.

In one town the court has ruled that all horses ridden at night must carry tail lights. Perhaps the horse could be taught to wag his tail in such a way as to signal the direction in which he is going to turn. If he could also be taught to flash a "stop" signal before he kicks, nothing would be left undone from the safety standpoint.

Courteous Service Slogan—

"Smile and Serve"

—By C. W. Hughett

Digitized by Google

DINUBA DISTRICT

HAZEN G. REDFERN, *District Manager.*

General conditions in the district show a marked improvement over last month as well as over the same period a year ago. Bank clearings and deposits have increased while ranchers are taking care of their loans as they fall due.

The green grape situation has been somewhat disappointing, although a better return has been realized by the growers than last season. The large volume of green grapes shipped should stimulate the raisin market.

Orange shipments have started in the Woodlake and Orange Cove sections and by November 15, the peak of the harvest will have been reached. The first shipment from the state was made from one of the Naranjo houses near Woodlake on October 25. The citrus prospects look better than they have for many years and due to the early season in this section, it is expected that the entire crop will be sold before Southern California becomes a competitor.

New business was very good this month and we have definitely signed the following loads. Ninety-three horsepower in agricultural load, six and three-quarters horsepower industrial load, 102 K. W. cooking and heating load, and 16 lighting installations.

Among those signing for service was R. J. River, for a 15-horsepower motor to irrigate one hundred and twenty acres of oranges near Wahtoke Lake. Mr. River formerly irrigated his grove with a gas engine. R. C. Fisher, D. H. Hickman and A. Winter signed for 10-horsepower motors and a number of others of 7½ horsepower and smaller.

The Orange Cove Citrus Association were connected for a 40-kilowatt load to be used in the curing of citrus fruits. This brings their total heating load to 70 kilowatts entirely replacing the kerosene heating method formerly used. Mrs. Louisa Brawn, W. M. Kerr and Ray M. Brown had ranges connected, while H. A. Savage and W. H. Wraith were served for both ranges and water heaters.

SANGER

The Sanger Chamber of Commerce with a membership of 335 and $10,000 yearly budget is attracting considerable attention through its aggressive advertising. The slogan "In the Center of the World's Richest Diversified Fruit District" was amply demonstrated at the recent Fresno District Fair where the Sanger exhibit made a clean sweep of prize ribbons and cash awards, winning 211 premiums of which six were sweepstake awards, 112 firsts, 58 seconds and 35 thirds, all showing a wide diversity of products. The exhibit was prepared and placed through the cooperation of the Chamber of Commerce and the Sanger Farm Center, one of the largest in the Valley.

The city of Sanger has a population of 3,000 which is augmented by 500 additional workers in the 24 fruit packing plants during the peak of the season. It is estimated that 2,000 cars of fresh grapes were shipped from Sanger this season, while during 1924, citrus fruits totaled 143 cars; peaches, 106 cars; spinach, 11 cars; raisins, 296 cars; and miscellaneous dried fruits, 117 cars.

Sanger owns its own water supply which is pumped by San Joaquin Power; maintains its own library, fire, police and street departments, and has a bonded indebtedness of only $90,500 while the assessed valuation is more than one million, giving the city a low tax rate.

The Chamber of Commerce, with R. J. Senior, President; Charles E. Lee, Executive Secretary; and A. B. Olsen, Treasurer, is working on a program of school and street improvements, a gas plant, a new hotel, and advertising Sanger as the gateway to General Grant's Park and the Kings River Canyon.

AWARDS WON BY SANGER EXHIBIT AT FRESNO DISTRICT FAIR.

Digitized by Google

"ACCIDENTS WILL HAPPEN" IS ALIBI OLD AS MAN

Far back in the dim distant past, a primitive mortal, "He," gazed indifferently at the prostrate form of a fellow mortal, "It," writhing in death's agonies. "It" had just been struck by a large boulder that was dislodged by a hunter stalking a deer on the mountainside. Looking up at the hunter, who was still intent on his work and yet unmindful of the tragedy, our primitive observer, "He," was satisfied that no vengeance was called for; the hunter had carelessly started a rock slide, and the victim had carelessly camped beside a dangerous mountain side.

No cause for retaliation here. Seeking to justify the carelessness of his two fellow tribesmen, "He" then coined that fatal alibi that has been handed down from father to son, from generation to generation through all the ages of man:

"Accidents will happen."

Even today in this age of reason when causes and effects are scientifically analyzed, measured and weighed, descendants of that primitive "He" will solace their feelings and attempt to palliate the injuries of others by that same bit of false philosophy: "Accidents will happen."

But today there is another and more constructive thought that is proving the fallacy of the alibi invented by "He." It is the thought that "Accidents Need Not Happen."

A little thought and a little precaution will greatly reduce the number of accidents. To stimulate thought and urge greater precaution let us mention some of the accidents that have recently occurred to San Joaquin Light and Power employees.

A man had acid thrown into both of his eyes with serious results when he used a match to illuminate the inside of a storage battery and the gas exploded. He should have used a flashlight or a portable electric lamp.

Another man was very painfully injured by being thrown against a reel pin while riding a reel on a truck. A reel is not a proper seat and this accident proves the danger of it.

Still another man lost the little finger of his right hand and badly cut the one next to it by getting caught in the gears of a pump on which he was tightening up the packing gland while the pump was running. The pump should have been stopped.

Figures from our Bakersfield district show that while men were actively interested and working in accident prevention and first aid the accident rate was so reduced that several months passed without a single lost time accident. A little thought, a little precaution prevent accidents. It can be done,—accidents aren't necessary.

The world has come a long way since "accidents will happen" was coined. We glibly talk of the value of human life. Let's protect the value of life by remembering that "accidents need not happen."

"SAFETY FIRST" BOOKLET PREPARED FOR LINEMEN

The National Electric Light Association has recently brought out a booklet entitled "Accident Prevention Course for Linemen" that is attracting wide attention throughout the electrical industry of the United States and Canada.

The booklet represents the best effort of practical linemen and foremen in various companies all over the United States and Canada to prevent accidents. The ideas and practices are furnished by the men who wear the spurs and belts; the "white collar men" have simply worked them into a course of study.

The purpose of the course has in view the elimination of accidents, with their consequent injury to life and property, and loss of time. The information it contains helps linemen work more carefully through a more exact knowledge of line conditions; of the inter-department relations existing between the several units of a system; as well as of the many means available for protection and for safe working. The course attempts to thoroughly cover transmission, distribution, secondary and service work.

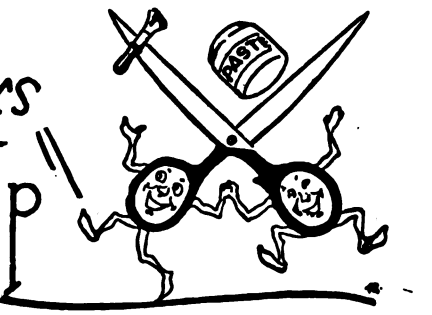
The course is practical in every way. Although the booklet makes a valuable handbook, it deserves intensive study in class groups. Each different subject is treated as a lesson. All items are topically arranged. All details are explained in a simple way. The lessons are each followed by suggested questions for instruction and discussion.

A few of the subjects taken up in the booklet, of interest to linemen, are: Accident Prevention, Poles, Local Conditions, Cross Arms, Pins, Insulators, Wires Transformers, Street Lighting, Hardware, Tools, Rubber Goods, Rubber Gloves, Linemen's Belts, Climbers, Hand Lines, Goggles, Jewelry, Clothing, etc., Inspection, Miscellaneous Line Equipment, Operations, Resuscitation Instruction and Method of Testing Rubber Gloves.

The "Accident Prevention Course for Linemen" has been prepared by the Accident Prevention Committee and is published by the National Electric Light Association, 29 West Thirty-ninth Street, New York, N. Y.

Digitized by Google

The Jolly Little Shears "How They Do Cut Up"



Placed

Employment Agent (to applicant)—What's your work?

Stammering House Painter—Er-pup-pup-pup——.

Agent (writing)—Drives motor boat—all right, we'll let you know when a job turns up—*Judge.*

"Nora, you were entertaining a man in the kitchen last night, were you not?"

"That's for him to say, ma'am. I did my best."—*O. B. Bulletin.*

Safety First

Tony was having his second son christened and, being very anxious to have his name recorded correctly on the birth certificate, remarked to the clergyman:

"Will ya pleeze nama my babe same as I give ya?"

"Tony, why do you make such a request?" asked the clergyman.

"Well, ya see—it's a lika dis: My firsta boy I tella ya I wanta heem chris'nd 'Tom' and ya putta 'Tomass' on heesa paper. Now, I wanta dis boy nama 'Jack' and no wanta heem name 'Jackass'."

"The only remedy for malaria is whiskey and quinine."

"Where can you get it?"

"What, quinine?"

"No, malaria."

Waited Too Long

"Good heavens! Who gave you the black eye?"

"A bridegroom—for kissing the bride after the ceremony."

"But surely he didn't object to that ancient custom?"

"No—but it was two years after the ceremony."

The Voice of Experience

"I had a sure tip on the stock market yesterday."

"That so? How much did you lose?"—*Boston Transcript.*

A negro went fishing. He hooked a big catfish which pulled him overboard. As he crawled back into the boat, he said, philosophically: "What I wanna know is dis: Is dis niggah fishin' or is dis fish nigger'n?"

Rastus: "Boy, it was so cold whar I cum frum we used to frow water out de window and slide down on the icicle."

Mose: "You all talk nuff'ns. Whar I lib, it's so cold we gotter build fiahs under de cows to keep em fum givin' ice cream."

"What do you make a week?" asked a judge of an Italian organ-grinder.

"Twenty dollar, sare."

"What! Twenty dollars for grinding an organ?"

"No, sare; not for da grind—but for da shut up and go away."

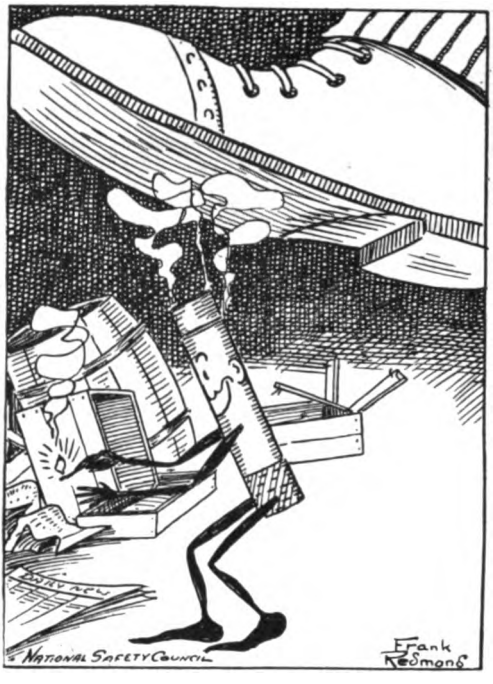
Two chance acquaintances from Ireland were talking together.

"An' so yer name is Riley?" said one. "Are yez any relation to Tom Riley?"

"Very distantly," said the other, "Oi was me mother's fust child, an' Tim was the tinth."

A rich but very eccentric man died. The clergyman, who was young and new to the parish, thought it a fitting opportunity to call and comfort the widow. "You must not grieve," he told her. "The body that lies here is not your husband. It is merely a husk, an empty shell—the nut has gone to heaven."

Digitized by Google



A COSTLY PEST

Let's step on this bug

The fire bug has a $500,000,000 appetite. That amount represents only the actual cash value of the property destroyed each year in the United States. It does not include the value of the 15,000 lives lost through fire, the amount of business lost when the factory is reduced to a pile of brick and twisted steel, or the loss of wages when flames stop production.

The grasshopper, the boll weevil and other insects visit only certain parts of the country at intervals but the fire bug is on the job all the time, everywhere, waiting for some thoughtless person to bring fire and combustible material together in the wrong place.

The fire bug is not at all fussy in his tastes. Shanties, palaces, hotels, hospitals, schools and factories are all the same to him.

Millions of dollars are paid every year in insurance premiums and the cost of insurance is added to everything. Insurance is a valuable thing but we pay more than is necessary because we build fire traps, allow combustible rubbish to accumulate in out of the way corners, install electrical wiring carelessly and throw matches and cigarette butts around without thought of the consequences. When we can make a substantial reduction in fire losses the insurance companies will be only too glad to reduce premium rates.

One way to get rid of the fire bug is to clean up his breeding places. Fires seldom start in clean places. When you see a pile of straw, excelsior paper or rags, get busy. If it is at the plant call the foreman's attention to it. Rubbish accumulates chiefly in out of-the-way places and smokers usually pick such corners to sneak a smoke.

Above all, watch that match and butt. Be sure the match is out before you throw it away and always step on the butt even if it can do no damage. If you form that habit you won't be responsible for any fires under the "matches-smoking" classification.

If a fuse burns out it is a sign that you have overloaded the circuit with too many lamps or appliances. "Repairing" the fuse with wire or pennies is an ideal way of giving the fire bug a meal. Leaving the electric iron with current on is another. Dry cleaning with gasoline in a closed room is still another. See how many more dangerous practices you can add to this list, and also see to it that they don't endanger your home or your job.

Why is it that some who won't believe a wet paint sign till they get their fingers smeared will bet $10 on a tip from a race track tout or take any white mule vender's word that the hooch is genuine.

An artificial leg, latest model costs $125 or more but it can't equal the original for walking, dancing or general satisfaction.

There are probably more people in the country today who have been kicked by a motor car than by a horse.

The less a man's time is worth the less willing he usually is to take the necessary precautions for safety.

Ability to stop a car is ten times as important as ability to start it.

The best way to watch the road is through the windshield.

Playing safe beats playing a harp.

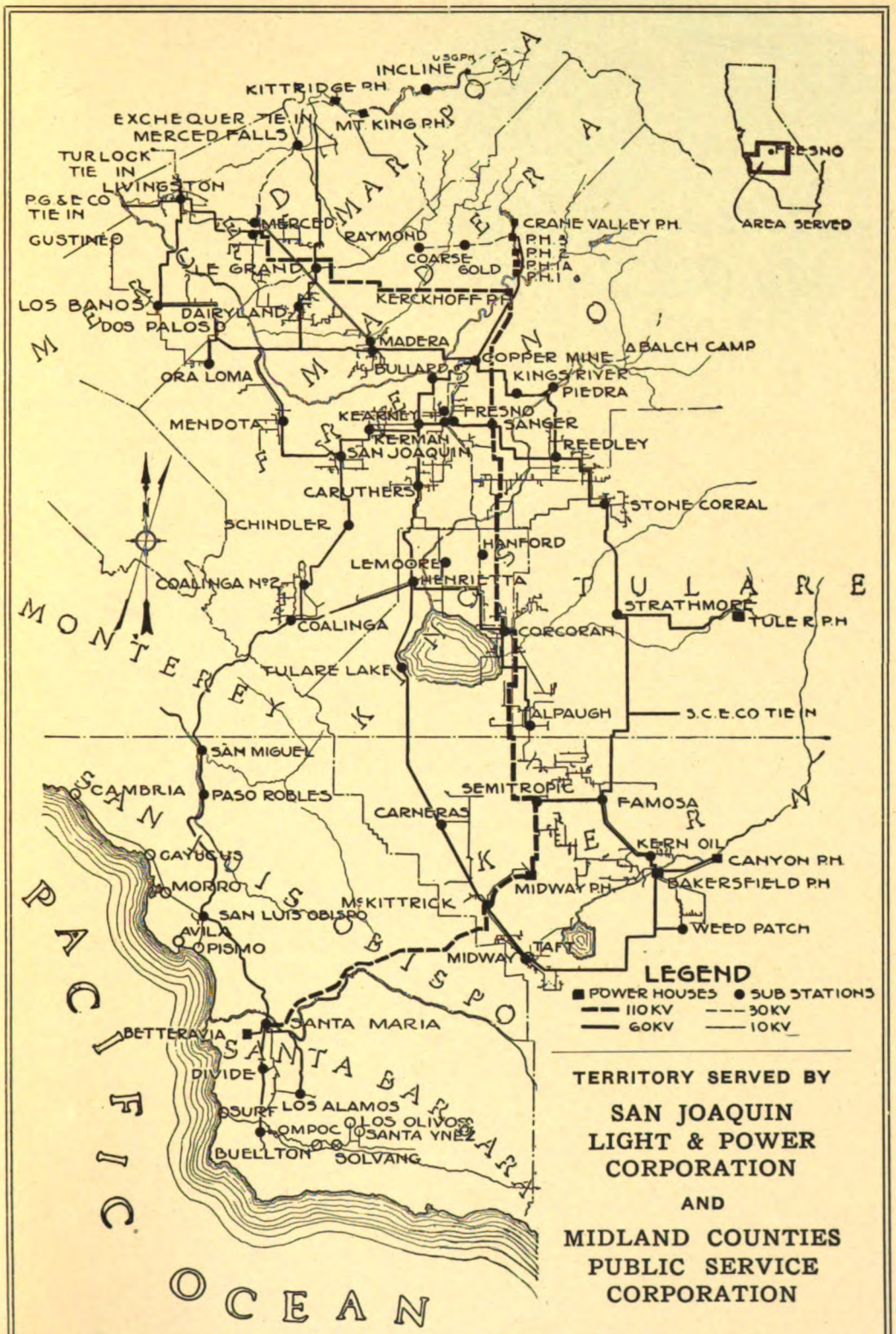
SAN JOAQUIN POWER MAGAZINE

TABLE OF CONTENTS

OCTOBER, 1925

	PAGE
Compress Benefits Farmers	1
Proper Ginning Vital to Cotton Industry	3
Cotton Seed Products	6
Quality Grapes Bring Profit	8
Our Junior Stockholders	11
Mutual Benefit Association Prosperous	12
Huge Electric Oven	14
More Light in the Kitchen	15
Editorial	18
Around the Loop	21

Digitized by Google



Digitized by Google

Here is a New Angle to An Old Service

LIGHT was the first service offered to the public by the Power Company.

For many years the average consumer made a rough estimate of whatever light he thought he required, and let it go at that.

He may have had too much or not enough, or perhaps the type of his lighting equipment was not the best for his particular purpose.

Now, comes a new service designed especially for lighting in the industrial field. Shops, factories, packing plants, garages, newspapers, printing plants, laundries, foundries, and hundreds of other industries using electric light have been studied and their special needs standardized.

Any business using industrial lighting can be equipped in an efficient manner so that production may be speeded up and the comfort of workers improved by relieving eyestrain,—with the lowest cost for current consistent with good lighting.

Information about your individual lighting problem may be had without charge.

You are invited to avail yourself of this engineering service through any office of the San Joaquin Light and Power Corporation.

SAN JOAQUIN LIGHT & POWER CORPORATION

A. EMORY WISHON, *Vice-President and General Manager*

Digitized by Google